

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

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10cA COPY

## A Place in the Sun

THE old-fashioned "best parlor" with its shades tightly drawn against the light had all the cheerfulness of a tomb.

But to-day, Father Sol is more popular. His kindly presence is a recognized essential to health and happiness, and the old-time worry about the sun's destructive effect upon cherished curtains has been sent to the scrap-heap.

The Morton Sundour Company, Inc., a fine, old Scotch textile firm of international fame, represented in America by N. Erlanger, Blumgart & Co., Inc., of New York, originated the Everfast dyeing process which, applied to beautiful Sundour Drapery fabrics, removes the last vestige of fear of fading.

Sundour Draperies could well have been advertised for their marvelous beauty. But one of the duties of Advertising Headquarters is to find the *unusual* appeal. "Let us sell cheery homes as well as draperies," we suggested. The steady upward push of the Sundour sales chart shows our belief in an unlimited demand for yards and yards of sunshine to be well founded.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO



# Theatre Crowds —



**E**ACH evening this winter, an average of 100,000 people will pack the playhouses in New York's big theatre district.

Most of them will use the INTERBOROUGH Subway and Elevated Lines as the most convenient means of transportation to and from this center.

These are the people who are financially able to buy what they need and want.

You can reach them *coming and going*, every day, through

## INTERBOROUGH Exclusively Subway and Elevated ADVERTISING

Controlled by  
**Artemas Ward, Inc.**  
50 Union Square, New York

**55  
Million**

passengers annually  
are carried to and  
from the Theatre  
District by the IN-  
TERBOROUGH  
SYSTEM.



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VOL. CXXIV

NEW YORK, SEPTEMBER 20, 1923

No. 12

## What Is the Sales Manager's Job?

The Head of a Company Tells What a Sales Manager Should Be and Know in Order to Succeed

By a New York Corporation President

**WHY** is a sales manager?

This is a question that I have been forced to answer for myself, after thirty years' necessarily intimate contact with the merchandising end of manufacturing businesses. The answers that I have received from my associates indicate that to them the problem is far more simple than it is to me. Their replies can be divided into three groups. The first group says that the title tells the story—that the sales manager exists to manage sales so that they will increase rapidly. The second group's definition involves the ability to make sales at profitable prices and in increasing volume. The third group lays emphasis on the "manager." This group defines the sales manager as an executive with the ability to manage sales through organization for selling, through salesmen, through advertising and through correspondence.

Somehow, all of these definitions and explanations leave me cold.

The problems that have faced me as the executive head of several businesses require a definite, practical solution. I ask myself constantly, "How can I cash in on a newly added branch factory?" "How can I cash in on our system of records?" "How can I cash in on our investment in motor trucks?" and "How can I cash in on our employment department?"

So it is natural that I ask myself, "How can I cash in on sales

managers?" First of all, I must point out what I must do before I can really start to answer my own question. Surely, unless I have a clear conception of definite ways and means to cash in on sales managers, I can hardly expect my sales managers to tell me how I can best cash in on them. Unless I know their work, its possibilities and limits, first as they see them and, later, as I see them, there is little hope that I can do more than pass an occasional and possibly superficial judgment upon their recommendations.

What is the job of the sales manager? First of all, it is to measure his job. Then it is to measure up to his job. The average sales manager is decidedly handicapped because he does not know the boundaries of his job. He only knows certain definite things that clearly lie within his province. But often he does not know whether he is expected or allowed to negotiate with those associates whose work affects his own.

To illustrate: Many a sales manager finds himself apologizing to his customers for slow service and for short shipments. He knows that neither are due to any conscious fault on his part. He may, perhaps, have been called into a management conference early in the year and asked to predict sales volume. He may have had a hand in the up-building of a system of records designed to be the last word in enabling the production depart-

ment to prophesy sales and to manufacture those articles which will be needed in accordance with the prophecies. He may even be consulted frequently by the production department to aid in interpreting the analysis of incoming orders.

But even with these indications before him, the sales manager may not know just what he is expected to do in directing or aiding the direction of the production department. Naturally, he is willing to give his best advice when consulted, but seldom is he at ease in volunteering definite suggestions, the acceptance of which would radically change existing production plans.

Similarly, the company with which he is connected may have a definite advertising policy calling for purely institutional advertising. The sales manager may be equally willing to admit the desirability of this as a whole, but yet feel at times that the institutional idea should be laid on the shelf and specific copy used in order to increase the momentum of his own definite sales plans.

There may be in existence a credit policy based upon the sound premise that many companies should not solicit business indiscriminately, and should seek orders from only those to whom credit can be safely extended. While a sales manager may agree with this fundamental policy, he may also find that his hands are tied in certain highly competitive sections, and that growth to his mind can come best by securing the preference of new trade outlets at the moment of coming into being and long before they have established proof of their financial stability.

The good sales manager is an advocate of scientific collections. He knows that the greatest sales can come only from customers who pay their bills promptly. He has learned long since from experience that where collections are not made promptly the credit end is forced to hold orders until outstanding overdue indebtedness is canceled by payment. The sales manager has repeatedly seen

slow-paying accounts, buying only three-quarters or one-half of their real needs, simply because they were slow-paying.

It is far from my belief that the right way to cash in on sales managers is to change them into general managers by giving them quasi-authority and control over the departments which directly or indirectly affect their work. But it is even further from my belief to hold the sales manager responsible for profitable sales volume without affording him every opportunity to know the full scope of his work and to acquaint him with the orderly methods by which he can exert influence in the activities of every phase of our business.

#### FIELD SALES MANAGEMENT FOUND UN SOUND

The very narrowness of the duties of the sales manager is driving him today from his desk out into the field. With a veteran sales force it has been proved to me, time and time again, that the sales manager in the field is a costly luxury, since he is necessarily confining his attention to, at most, a small group of men at a time. When the disadvantages and the expenses of field sales management of a veteran force are totaled, I have found as a rule that the practice is unsound.


It is not a reflection upon the average sales manager to describe him as familiar only with the sales end of his management. For the average business offers no direct incentive to the sales manager to study and learn the intricate workings of production, traffic, finance, business law and manufacturing. Consequently, the sales manager's conception of these phases of every modern business are based upon his contacts with these phases. Therefore, he sees, not the business as a whole, in which many wheels with many cogs mesh exactly, and at the proper time and in the proper way, but merely a few cogs of each wheel which, to his mind, mesh upon a central cog-wheel—

**TAPPAN**  
GAS RANGES

*When You Take Your Guests into the Kitchen*

WHEN you want your guests to be looking for something to eat, and for something to drink, the best of the best of your Tappan range is the answer.

By designed simplicity, practical beauty, modern design, and clean, professional finish, the Tappan range is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs.



The Tappan range and oven place only one more burden on the kitchen. The Tappan range is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs.

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**THE TAPPAN STOVE CO.**  
BOSTON, MASS.

**TAPPAN**  
GAS RANGES

*Don't Spend all Morning Cooking the Day Dinner*

THAN GIVING meaning? Dinner is. If you have a Tappan range you can get your cooking done in half the time. Tappan ranges are designed for speed and performance. They are designed for speed and performance. They are designed for speed and performance.

The Tappan range is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs.



The Tappan range is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs.

**THE TAPPAN STOVE CO.**  
BOSTON, MASS.

**TAPPAN**  
GAS RANGES

*The RANGE WITH THE BOUNDED CORNERS*

The range beauty of the Tappan range is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs.



The Tappan range is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs. It is the answer to all of your kitchen needs.

**THE TAPPAN STOVE CO.**  
BOSTON, MASS.



## Beauty in Kitchens

The Tappan Stove Company finds that the woman who spends much time in the kitchen responds readily to the suggestion of beautiful equipment. Tappan Gas Ranges are outstanding in refinement of design. Tappan advertising reflects their good looks. Utility, so our client finds, is taken for granted in a well-advertised stove.

Advertising can give the right impression of a product, as well as make it widely known.

**THE H. K. McCANN COMPANY**  
*Advertising*

NEW YORK CLEVELAND DENVER SAN FRANCISCO  
LOS ANGELES TORONTO MONTREAL

the sales department. The relation of production to investment, and the inter-relation of sales to profit do not occur to the average sales manager, simply because no one has made it an incentive to the sales manager to know the whole truth.

Years ago, when faced with this problem, not only as regards sales managers but also all other department heads, I felt that I had the right answer. So we held a series of evening conferences. Each evening was given over to a single topic. Each man told the executive group about his own department—what it was supposed to do and how it did it.

While these conferences were interesting and, no doubt created new mental pictures, they did not accomplish their purpose. For instinctively each man painted his department as the most important in the business, and no amount of suggestion seemed to free these presentations from endeavors to prove the importance of each department.

It took me perhaps five years to understand why these conferences had not solved the problem. Then I decided that the fundamental cause of their weakness lay in the fact that my plan had resulted in the presentation of a number of cogged wheels, without showing their relation to each other or the real object of the business machine as a whole. A statistical organization called in by me drafted charts visualizing our organization, first as individual departments and, second, as the assembled machine. After these charts had been distributed and studied, I called a series of evening conferences and endeavored to act as the instructor of the group, aided by our operating vice-president.

But the failure was complete and wholly mortifying to me. From the very first of the conferences I found that it was impossible for the executive staff to keep their minds in step with mine beyond the point where their actual contact knowledge of their departments ceased. The

conferences degenerated into questions and answers, both elementary in type, and positive proof that the series as a whole inevitably would fail to fulfil its purpose. On my experience with this method I finally reached my present conclusions, although I count as only partly successful the results obtained at the time.

Why is a sales manager? The one answer which is sound is that there must be one directing commander properly authorized and thoroughly informed along the lines which may help him to achieve a victory. Certainly I am more convinced each year that the sales end of a manufacturing enterprise should be the dominant end. I do not expect my sales managers to be eminent financiers, yet I honestly feel that one cannot be successful unless he knows the fundamental reason for the existence of the financial end of a business.

#### RADIATING BELIEF IN THE SALES DEPARTMENT

Before the sales manager can be expected to function properly, it is the duty of the management of a business to make sure that each department of the company has the proper sales slant. The first step toward cashing in on the sales manager is, therefore, to instill knowledge of the sales department's activities into the minds of those in executive charge of each department of the business. Take for example the collection department. If the collection manager cannot see that there is a sales slant which must directly influence his action in each collection, then he fails absurdly—and the management should assume the responsibility for his failure. Primarily, collections are not the securing of money.

Fundamentally they are the removal of the gigantic tree of overdue indebtedness from the road of continued sales. Until the collection manager can visualize his work as essentially a sales process, he is fatally unjust to himself, to the sales department



# Purchasing Agent for the world's greatest institution

*How can you reach her most effectively?*

EVERY day she goes into the retail markets of the nation, buying for the largest of all institutions—the home. She is the purchasing agent for that great section of the population whose income, while moderate for the individual, amounts in the aggregate to some forty billions of dollars yearly.

Every business man knows that this class is the very backbone of industry. And every manufacturer of a product for the home or for the woman knows that his biggest market lies among the women who represent the purchasing power of this class. His sales rise or fall, according to his ability to

influence her daily purchases on Main Street.

Obviously, the most effective way to reach these substantial home women is through their own home interests. The American Needlewoman makes it possible to do this. It appeals to that tremendously strong home interest—*handiwork*—as well as to other home interests through its special departments.

650,000 small-town women not only read the American Needlewoman, but use it as a guide to their home activities. Its intense reader interest and long life multiply the effectiveness of its advertising pages many times over.

## THE AMERICAN NEEDLEWOMAN

*650,000 Circulation 90% Net Paid*

W. H. McCURDY, Western Mgr.  
39 N. Dearborn St., Chicago, Ill.

W. F. HARING, Adv. Mgr.  
Flatiron Building, New York

and to the business as a whole.

A striking illustration of the danger of failure to acquaint a department head with the sales slant came to my desk a week ago. Recently I invested in a company making paints and varnishes. In corresponding with a friend who had similar investments in a competitive corporation I was asked to support an effort to secure alleviation of manifest inequalities in freight rates in a certain section of the country. On inquiring by mail of the traffic manager of a company in which I had recently acquired an interest, I found that he was familiar with the hearing but that he had not planned to attend because the products of the factory were sold F. O. B. New York, and, therefore, the slight saving which might be effective would not result in any change to the company. He pointed with pride, however, to the effort which he was making to secure more favorable classifications between the Eastern factory and New York City. This, he pointed out, was worthy of his best efforts because our goods, both for domestic and export sales, were sold F. O. B. New York, and any reduction would, therefore, be an actual saving to the company.

Because he could not look at the business as a whole, or even see the sales slant in his work, naturally he overlooked completely the fact that better classifications and, consequently, lowered freight rates decidedly lessened the opportunity for local competitors to come into being. It did not occur to him that on many of our popular low-priced items even a slight saving would enable us better to maintain consumer price by making the articles profitable to the dealer, for example, on a twenty-five cent retail basis, whereas, at the present time our costs and dealers' laid-down costs have forced the artificial pretense of a thirty-cent retail price, which the dealer, however, does not seriously attempt to secure. In consequence, he handles the items on such a small margin of profit that he feels that his window,

shelf and aisle displays cannot be given to our products.

How are the traffic manager, the production manager, the credit manager—all the department heads—to acquire this sales slant? My first effort to solve this problem was not wisely based. It came through emphasizing to each department the importance of the selling end of the business. I placed before a conference of department heads the premise that the success of our business was primarily in the hands of the sales department, and that the way to win the game against competition was teamwork based upon sales advancement.

Hitherto in that company there had been no measuring-rod applied. Each department manager sincerely felt that his was the most important department, and worked well and faithfully to prove his contention. In a single ill-advised half-hour I largely destroyed the very pride which was of tremendous value.

#### THE VALUE OF THE "CASE SYSTEM"

During the past three years I have found that the "Case system" of instruction is the one which achieves for me the objectives I desire in acquainting department chiefs with their duties toward the selling end. Starting individually and quietly with the department heads, I followed a practice of studying each problem they brought to me in the hope of finding a definite sales slant. As I found each slant I quizzed the department head with whom I was in conference, to see whether he saw it. Usually he did not. Then, treating the sales slant as a matter of real importance, I endeavored to get the acceptance of my viewpoint. Gradually the text "What is the sales angle?" came to be part of the sub-conscious working of the mind of each department head on the great majority of his activities.

This resulted in a very surprised sales manager. For he found coming to him queries and  
(Continued on page 158)

The Standard Union  
is a convenient paper  
to read.

First page news is  
"Continued on the  
last page"—just one  
turn over.

Brooklyn people don't  
have to be gymnasts to  
learn what is going on in  
the world.

Why not make it easy for  
these people to buy your  
goods?

A. G. R. Hunsiman  
*President*

LARGEST CIRCULATION OF ANY BROOKLYN NEWSPAPER



# Palmolive Leaders Sponsor Newest Member of Family

Cumulative Effect of Former Advertising Helps Initial Distribution of Palmolive After Shaving Talc

THE cumulative value of advertising is seldom more in evidence than when the newest addition to the family of products makes its first appearance. It is then that wisely spent advertising dollars literally come back and begin to do double duty. An interesting example of this is afforded at the present time by the Palmolive Company of Milwaukee, one of the largest advertisers of soaps and other toilet goods.

The Palmolive people have just brought out a new product. This is a talcum powder for men called Palmolive After Shaving Talc. It promises to take its place in the Palmolive family in time but at the start it is leaning heavily on the favor that the other products have won largely through advertising.

Early in September the first advertising appeared in big city newspapers in full-page space. The company's soap and shaving cream, its leader so far as men are concerned, sponsored the newcomer and are grouped with it in a special offer designed to get a rapid distribution for the After Shaving Talc. The soap ordinarily retails at three cakes for a quarter. Palmolive shaving cream is commonly sold by the city drug store at about thirty cents a tube, and the talc will cost from twenty to twenty-five cents a can. The advertised introductory price for one cake of soap, a tube of the

shaving cream and a can of talc is forty-nine cents which represents a substantial saving.

Coincident with the breaking of the advertising copy drug stores are featuring the three products at this special price tying up to the newspaper advertising with

70¢ value  
for men  
49¢

Solely to introduce  
a new product—

## PALMOLIVE After Shaving Talc



Removes after shaving "shine"—leaves face  
cleaner, smoother—but doesn't show



That soft, smooth look  
that comes from using  
Palmolive After Shaving Talc  
is the result of its  
unique formula. It  
removes the "shine"  
left by shaving  
and leaves the face  
cleaner, smoother,  
but doesn't show.

We have prepared a new experience of  
smoothness to your face.  
This soft, smooth look is the result of  
its unique formula. It removes the "shine"  
left by shaving and leaves the face  
cleaner, smoother, but doesn't show.

Shaving talc is especially useful in  
removing the "shine" left by shaving.  
It leaves the face cleaner, smoother,  
but doesn't show.

Take advantage of special offer  
—and this much more

Thousands of men have gladly agreed to  
try this new product. They have found  
it to be a real improvement on the  
ordinary shaving talc. It removes the  
"shine" left by shaving and leaves the  
face cleaner, smoother, but doesn't show.

Price and  
Availability

It is available in  
cans of 1/2 lb.  
and 1 lb.  
and in tubes of  
3 oz. and 6 oz.  
It is sold in  
all drug stores,  
grocery stores,  
and department  
stores.

Remember that other shavers  
shave  
Palmolive After Shaving Talc  
removes the "shine" left by shaving  
and leaves the face cleaner, smoother,  
but doesn't show.

## This Palmolive Shaving Combination For Sale at All Dealers

BARGAIN COPY APPEARING IN NEWSPAPER SPACE TO  
INTRODUCE A NEW PALMOLIVE SALES UNIT

window streamers and displays.

This plan of making it attractive to try the new product will be followed all over the country. The advertising is appearing now in metropolitan centres. It will be extended to smaller cities gradually, and by the time the talc has been on the market six months it will have been well introduced, the company feels.



As one salesman said:

"Yes—we have a Bonanza!"



A WELL-KNOWN manufacturer recently placed in the hands of each one of his salesmen a new kind of pocket-size order-book; not a book of order *blanks*, but a book of order *facts*; not a book to write orders in, but a book to take orders *with*.

This salesman's book contains a complete digest of all the important marketing facts gathered for our client in a nation-wide survey among dealers and consumers. The salesman not only has the facts, but the book tells him just when and how to use them.

This book has proven a veritable gold mine to our client. Each salesman now greets his customers and prospects with a new confidence—because he *knows*. He punctuates his sales talks with valuable suggestions and indisputable facts that are earning for him the respect, gratitude and business of dealers everywhere.

\* \* \*

How would you like to arm each one of your salesmen with just such a book? Shall we tell you how it can be done?

JOSEPH RICHARDS CO. INC.

An Advertising Agency—Est. 1896

247 Park Avenue, New York

"Facts First—then Advertising"  
**RICHARDS**

Plans for advertising Palmolive After Shaving Talc are still nebulous. They will not be formulated definitely, it appears, until the company believes that the introductory work has been thoroughly carried out nationally. The first copy goes no further than to announce the new product, link it up with the better-known members of the Palmolive family and offer it for a trial "almost without cost." The slogan "That well-groomed look" which has been an important factor in shaving cream advertising has a definite application to the new product which of course is not overlooked. "The after shave 'shine' must be removed," says the copy. "And yet a man's face should not look 'powdered.' This new talc for men meets both important requirements."

It is pretty familiar knowledge that the success of Palmolive shaving cream in a crowded field was due largely to a policy of continuous advertising. Within the last year posters have been used widely. It would therefore be throwing experience to the winds, some of those closest to Palmolive advertising problems feel, not to merchandise the talc in similar ways. It has been the policy of the Palmolive Company to base its advertising appropriation for any year on the business expected rather than on the sales for the preceding year. Such a practice permits the company to take advantage of opportunities that may arise unexpectedly, for one thing. It also means that the amount that will be spent on talc advertising can hardly be guessed from any estimates made months ago for the 1923 campaigns.

Palmolive soap has been advertised nationally for about fifteen years. The shaving cream is a matter of more recent history. At the present time both are known and distributed almost everywhere in this country. In winning a hearing and a trial for the talc it is only natural then that the prestige of these leaders should be harnessed to the marketing plan. Even thus early it is apparent from the quick acceptance

of the new product that the advertising of the older members of the family is exercising its cumulative powers.

After Shaving Talc is a new Palmolive product but talc is not a new product for this company by any means. For years the company has had a complete line of soaps and other toilet articles such as creams, shampoo and so on. In addition, Palmolive, through stock ownership controls the perfume and powder business of Lournay, Inc. However, talcum powder exclusively for men represents a new departure, a departure which promises to fit in very nicely with the thought of developing a Palmolive family of products for men's use. The method of offering the new product in combination with two or more known articles at a special introductory price has been proved effective before by Palmolive. Such merchandising, of course, introduces the new addition to the line at the same time that it swells the volume of sales for the older products. It also puts the products across in full-size packages to consumer, which produces a better and longer lasting effect than the small sample.

### Agency Appointments by Union Carbide Subsidiaries

The subsidiary companies of the Union Carbide and Carbon Corporation of New York have appointed N. W. Ayer & Son, Dorrance, Sullivan & Co. and Barton, Durstine & Osborn, Inc., to handle the advertising for their various accounts.

N. W. Ayer & Son will handle the advertising of the National Carbon Company, Ever-Ready Flashlights and Batteries, Columbia Dry Cell Batteries, Ever-Ready Radio Batteries, and Carbon Products, principally Columbia Pyramid Brushes.

Dorrance, Sullivan & Co. will handle the advertising of Prest-O-Lite Storage Batteries and Prest-O-Lite Small Tanks.

Barton, Durstine & Osborn, Inc., will handle the advertising for the J. P. Colt Co., Carbide Gas Lighting and Cooking Plants; Union Carbide Sales Co., Union Carbide; Electro-Metallurgical Sales Corporation, Electromet Brand, Ferro alloys and metals; Haynes Stellite Co., cutting tools; The Linde Air Products Co., Linde Oxygen; Welding Gas Division of The Prest-O-Lite Co., Inc., acetylene gas; Oxweld Acetylene Co., oxy-acetylene welding and cutting equipment, the Oxweld Railroad Service Co., and the Carbide & Chemical Corporation.

# Give your ads a fair chance

A newspaper advertisement labors under a bad handicap in trying to deliver its message while the reader is making his daily flight to and from the office.

Choose a paper whose natural habitat is the home. In the Boston field choose the

## **Boston Evening Transcript**

Highest ratio of buyers to readers

*National Advertising Representatives*

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

# Mr. Bok acts on Collier's Suggestion

*Prizes for advertising  
to be awarded annually*

“**M**R. EDWARD W. BOK has founded a series of eight annual awards for the best newspaper and periodical advertising in the United States and Canada,” says an Associated Press dispatch of September 16, 1923.

“The awards will consist of a gold medal and \$8,500 in cash prizes, and will be known as the Harvard Advertising Awards to be administered by the Harvard Business School.

“In explaining his reasons for founding these awards, Mr. Bok says in part:

‘If the University can say ‘Well done’ to the writer of the editorial, the book, the poem, the play, would it not do much for

the encouragement of another side of literature if the same encomium were given to the writer of the advertisement?

### THE ORIGIN OF THE IDEA

'It was this note that was struck last spring by the editor of Collier's Weekly, Mr. Richard J. Walsh, himself an expert writer of advertisements, in an editorial which aptly asked:

*'The annual award of the Pulitzer prizes has been made for the year's foremost novel, play, news story, editorial, and so on.*

*Why doesn't some one establish an annual award for the year's best advertisement?'*\*

"There was the idea. The rest was simple!"

\*The editorial from which Mr. Bok quotes appeared in Collier's The National Weekly for June 9.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# Charting Reefs and Shoals of Business in the Chicago Market

When a great and costly liner comes into port she is guided by a trusty pilot who knows every inch of the channel. To those who do business in the great Chicago market, the Merchandising Service of The Chicago Daily News acts as pilot.

It supplies advertisers who contemplate a thorough advertising campaign with invaluable, up-to-date information as to the state of the market with respect to their wares—reporting adverse as well as favorable conditions. And if the campaign is entered upon it supplies maps, routes salesmen, obtains dealer acceptance and co-operation and otherwise assists the Sales Manager toward thorough distribution. It does not sell the product for the advertiser, but minimizes sales resistance for him.

If you are interested in selling **this vast market of nearly 4,000,000 buyers**, concentrated in sixty minutes of the famous Chicago "loop," write to the Merchandising Service of The Chicago Daily News, stating your problem and you will receive a prompt and informing answer.

The Daily News Merchandising Service will bring you dealer acceptance and co-operation.

With its circulation of almost 400,000—about 1,200,000 daily readers—concentrated 94 per cent in Chicago and its suburbs, The Daily News is the advertising directory and guide of the great majority of financially competent families in this market.

Daily News advertising creates that consumer acceptance which is the dealers' mainstay and first requisite for sales.

## THE CHICAGO DAILY NEWS

*First in Chicago*

# Reducing Credit Risks in Selling Merchandise by Mail

How Local Banker Is Used by Walsh Harness Company in Getting Line on Instalment Customers

IT has been pretty generally established that the average person is inclined to give the mail-order house preference over his local dealer when it comes to paying bills. Nevertheless it must not be imagined that the mail-order house is free and easy when it comes to extending credit to people whom it deals with at a distance. In fact some of the mail-order houses, while going after and welcoming deferred payment business, are tightening up considerably on their requirements and terms. The added restrictions are being brought about through unpleasant experiences had by certain concerns during the last two years which have convinced them that there is no essential difference between selling from a catalogue or at retail when it comes to a proposition of extending credit.

One house actually was on the verge of serious financial trouble because of the great volume of business it had managed to attain in two particular branches of merchandise. The campaigns to sell the two articles were perhaps the most strenuous in mail-order history and the number of individual sales ran up to an enormous total. The instalment terms were so very easy that nothing like the average sales resistance was encountered.

But, unfortunately for the house, the goods were of the luxury type. When times began to get tight literally thousands defaulted in their payments. Neither item was essential and the purchasers presumably concluded that it would work no hardship at all on them if the mail-order house should come in and take possession of the goods in accordance with the terms of the contract. It is hardly fair to mention here the merchandise by name as in that case the house having the

difficulties would be instantly recognized. But it is a fact that the defaults were so numerous as to make the concern's financial troubles decidedly acute.

Experience has shown that when the mail-order credit customer is overtaken by adversity he is much more likely to pay out if he owes money on some item that he uses in making his living—such as a farm implement, a cream separator or a set of harness.

CREDIT LOSSES OF THIS COMPANY  
ALMOST NEGLIGIBLE

The Walsh Harness Company of Milwaukee sells a great volume of harness on the deferred payment basis and the credit losses are almost too small to be mentioned. James M. Walsh, president of the company, accounts for this by the fact that a set of harness is a necessity that the farmer cannot allow to be taken away from him. Also the Walsh firm is unusually careful in the extension of credit, believing the best time to insure the collection of a bill is when the bill is incurred.

The Walsh company, an account of whose activities appeared in the March 1 issue of *PRINTERS' INK*, offers in its catalogue four options whereby its harness may be purchased. The customer may send cash with order. Then he has the privilege of trying the harness for thirty days. If unsatisfactory he may return it and his money will be refunded at once.

Another way is for him to deposit the price of the harness with his banker. The banker gives him a receipt which he attaches to the order and which the company regards as cash. He tries the harness thirty days. If he desires to return it he notifies the company, which in turn instructs

the banker to refund the money.

Or the customer may send five dollars cash with his order as an evidence of good faith and pay the remainder to the railroad or express agent when the harness arrives. The same guarantee holds good.

The fourth option provides for the payment of five dollars cash and ten dollars per month. In this case the five dollars is not to be paid until after the thirty days' trial. When a harness is bought on time the company adds \$4.90 to the cash price so as to cover carrying charges.

#### MUST FURNISH CREDIT INFORMATION

In ordering harness on deferred payments the customer must fill in some blanks on the other form, which give the company some information upon which it can check him up closely. He must tell how many years he has lived in his present location. If less than five years his previous address must be given. He must tell the size of his farm, whether he is the owner or renter. And also how many cows he has. The latter information is wanted so as to ascertain if he has a source of income independent from his crops. He gives the name of a bank and of a retail store where he is known.

The company checks up on his return by referring it to the local banker. The average banker is prompt in giving information of this kind because it all is a part of the day's business. A nominal fee, usually about twenty-five cents, is exacted by the banker for the service.

Various State banking associations prescribe the size of fee to be charged for reporting on a man's credit. The Walsh company is acquainted with the procedure in each State and sends the prescribed fee along with the request for information.

The country banker is a veritable treasure house of information when it comes to getting a line on farmers or others. Usually he knows everybody for miles around and in most cases can be

depended upon to give a strictly accurate picture of the farmer's worth as a credit risk.

The Walsh company follows the banker's recommendation implicitly. Ordinarily if a man is renting a farm he is automatically crossed off the list of those entitled to credit. But if the banker says the renter is "good" — as many renters are of course — the harness is shipped promptly.

The mail-order house desiring to sell goods on deferred payments can save itself a world of trouble by using the banker to the limit. The banker, for perfectly obvious reasons, is willing. In case an emergency arises wherein a farmer wants to get a set of Walsh harness at the earliest possible moment he can deposit the purchase price with his banker, who then will wire the company instructing that the harness be sent on at once. A special telegraph form, to make this sort of buying easy, is part of the order form which is sent out with every Walsh catalogue.

#### Additions to Staff of The Brotherton Company

The Brotherton Company, Detroit advertising agency, has made the following additions to its staff: George W. Cushing, formerly of C. C. Winingham, Inc., Detroit; Dick F. Flint, formerly of Seelye & Brown, Inc., Detroit, space buyer; Arthur Lindenberg, formerly of the Campbell-Ewald Company, Detroit, production manager, and C. C. Cheadle, formerly of Long-Costello, Inc., Chicago.

#### Orange Crush Account for Kastor Agency

The Orange Crush Company, Chicago manufacturer of various soft drinks, including Orange Crush, Lime Crush and Lemon Crush, has appointed the H. W. Kastor & Sons Company, Chicago advertising agency, to direct its advertising account. Magazine, newspaper, and outdoor advertising will be used for this account in 1924.

#### Edwin E. Taylor Joins Postum Cereal

Edwin E. Taylor has been appointed advertising manager of the Postum Cereal Company, New York, Postum Cereal, Instant Postum, Grape-Nuts, Post Toasties, etc. Mr. Taylor for the last five years has been advertising manager of the Carnation Milk Products Company, Oconomowoc, Wis.



# Sherwin-Williams Solves Problem of Talking Technically to Laymen

Strikes a New Note in the Advertising of Paints and Varnishes

A COMMON difficulty in advertising paint and varnish, electrical appliances, household fixtures and hundreds of other products involving a technical explanation is that women, as a class, and men to almost the same extent, are not interested in conversation that savors of the blue-print.

In the paint and varnish field, the result of this apparent inability to convey to the public the various elements of superiority has been a tendency to confine copy to a reiteration of the need of surface protection and the desirability of beautifying property, followed by concentration on specific brand names. The advertising has been effective but The Sherwin-Williams Company felt that a solution of the problem of talking technically in a manner that would hold the attention of laymen would increase the efficiency of the publicity.

With this idea in mind, the company has struck a new note in its present campaign, now under way in periodicals of national circulation and in newspapers. Double-page space is being used with occasional single pages. The main feature of the altered advertising plan, and the basic thought around which Sherwin-Williams believes it will be able to capitalize on the exact formulas it has developed, is what has been called the "Household Guide."

"The 'Household Guide' is a condensed tabulation of surfaces and products. It lists the common painting surfaces, and next to each one is the recommended paint, varnish, stain or enamel for the correct finishing of that particular surface or article. In other words, the 'Guide' furnishes both the novice and expert with information that permits an accurate selection of paint or varnish best suited to the work in hand.

A slogan used for years by the company has been "the right finish for each surface," and the new advertising is in keeping with this slogan. Outside of experienced users, and not always even among them, most folks are unable to differentiate between the various types of re-surfacing products. The user purchases more with some idea of the color he is after than of anything else. Dependence is placed on the advice of the store clerk and this confidence is frequently misplaced. In other words, if the slogan mentioned above was to amount to more than a cleverly turned phrase, something had to be done which would insure an accurate choice by the ordinary purchaser of the surfacer that would best meet the needs of the moment.

## A READY REFERENCE FOR EXPERT ADVICE ON PAINTING PROBLEMS

The "Household Guide," as one of the company's officials explained it, "is as helpful as though you had a paint expert for a next door neighbor and were able to command his friendly advice in the selection of material whenever you wanted to paint, varnish, stain or enamel." The accompanying illustration gives a clear idea of what the "Guide" looks like and how it is being made the central theme of current Sherwin-Williams advertising.

In its double-page advertisements, the company uses one page for the "Guide" and the other for emphasizing the authoritative character of the "Guide" recommendations. The text is written in a popular rather than a technical vein and the illustrations are of a popular science type. Each piece of copy makes it plain that a more complete "Guide" will be found in the dealer's store.

Nor does the use of the "Guide" cease with the national magazine

# Announcing—something new

**Sherwin-Williams correct  
"Household Guide" to home  
painting and decorating**


SHERWIN-WILLIAMS prides to careful buyers the Household Guide. This Household Guide is new, but the information it gives has been developed through 57 years of experience. It shows you the correct paint, varnish, stain or enamel to use for every kind of surface—wood, masonry, metal, plaster, etc. It will be worth going a long way to get the advice of the dealer who displays the Household Guide, and handles all the Sherwin-Williams products specified in the Guide. He has exactly the right product for your use.

Behind the Household Guide is the reputation of the Sherwin-Williams Paint Company, which has been building a reputation for 57 years. The Household Guide is a new product, but the information it gives has been developed through 57 years of experience. It shows you the correct paint, varnish, stain or enamel to use for every kind of surface—wood, masonry, metal, plaster, etc. It will be worth going a long way to get the advice of the dealer who displays the Household Guide, and handles all the Sherwin-Williams products specified in the Guide. He has exactly the right product for your use.



**SHERWIN-WILLIAMS**  
PAINTS AND VARNISHES

The right finish for each surface



**HOUSEHOLD GUIDE**  
For Painting, Varnishing, Staining and Enameling

NO. PAINT	NO. VARNISH	NO. STAIN	NO. ENAMEL
1. White Lead	1. White Lead	1. White Lead	1. White Lead
2. Zinc Oxide	2. Zinc Oxide	2. Zinc Oxide	2. Zinc Oxide
3. Red Lead	3. Red Lead	3. Red Lead	3. Red Lead
4. Iron Oxide	4. Iron Oxide	4. Iron Oxide	4. Iron Oxide
5. Lead Oxide	5. Lead Oxide	5. Lead Oxide	5. Lead Oxide
6. Copper Oxide	6. Copper Oxide	6. Copper Oxide	6. Copper Oxide
7. Nickel Oxide	7. Nickel Oxide	7. Nickel Oxide	7. Nickel Oxide
8. Cobalt Oxide	8. Cobalt Oxide	8. Cobalt Oxide	8. Cobalt Oxide
9. Manganese Oxide	9. Manganese Oxide	9. Manganese Oxide	9. Manganese Oxide
10. Chromium Oxide	10. Chromium Oxide	10. Chromium Oxide	10. Chromium Oxide
11. Vanadium Oxide	11. Vanadium Oxide	11. Vanadium Oxide	11. Vanadium Oxide
12. Barium Oxide	12. Barium Oxide	12. Barium Oxide	12. Barium Oxide
13. Strontium Oxide	13. Strontium Oxide	13. Strontium Oxide	13. Strontium Oxide
14. Calcium Oxide	14. Calcium Oxide	14. Calcium Oxide	14. Calcium Oxide
15. Magnesium Oxide	15. Magnesium Oxide	15. Magnesium Oxide	15. Magnesium Oxide
16. Sodium Oxide	16. Sodium Oxide	16. Sodium Oxide	16. Sodium Oxide
17. Potassium Oxide	17. Potassium Oxide	17. Potassium Oxide	17. Potassium Oxide
18. Ammonium Oxide	18. Ammonium Oxide	18. Ammonium Oxide	18. Ammonium Oxide
19. Hydrogen Oxide	19. Hydrogen Oxide	19. Hydrogen Oxide	19. Hydrogen Oxide
20. Carbon Oxide	20. Carbon Oxide	20. Carbon Oxide	20. Carbon Oxide
21. Nitrogen Oxide	21. Nitrogen Oxide	21. Nitrogen Oxide	21. Nitrogen Oxide
22. Oxygen Oxide	22. Oxygen Oxide	22. Oxygen Oxide	22. Oxygen Oxide
23. Fluorine Oxide	23. Fluorine Oxide	23. Fluorine Oxide	23. Fluorine Oxide
24. Chlorine Oxide	24. Chlorine Oxide	24. Chlorine Oxide	24. Chlorine Oxide
25. Bromine Oxide	25. Bromine Oxide	25. Bromine Oxide	25. Bromine Oxide
26. Iodine Oxide	26. Iodine Oxide	26. Iodine Oxide	26. Iodine Oxide
27. Phosphorus Oxide	27. Phosphorus Oxide	27. Phosphorus Oxide	27. Phosphorus Oxide
28. Sulfur Oxide	28. Sulfur Oxide	28. Sulfur Oxide	28. Sulfur Oxide
29. Silicon Oxide	29. Silicon Oxide	29. Silicon Oxide	29. Silicon Oxide
30. Boron Oxide	30. Boron Oxide	30. Boron Oxide	30. Boron Oxide
31. Beryllium Oxide	31. Beryllium Oxide	31. Beryllium Oxide	31. Beryllium Oxide
32. Magnesium Oxide	32. Magnesium Oxide	32. Magnesium Oxide	32. Magnesium Oxide
33. Calcium Oxide	33. Calcium Oxide	33. Calcium Oxide	33. Calcium Oxide
34. Strontium Oxide	34. Strontium Oxide	34. Strontium Oxide	34. Strontium Oxide
35. Barium Oxide	35. Barium Oxide	35. Barium Oxide	35. Barium Oxide
36. Radium Oxide	36. Radium Oxide	36. Radium Oxide	36. Radium Oxide
37. Actinium Oxide	37. Actinium Oxide	37. Actinium Oxide	37. Actinium Oxide
38. Thorium Oxide	38. Thorium Oxide	38. Thorium Oxide	38. Thorium Oxide
39. Protactinium Oxide	39. Protactinium Oxide	39. Protactinium Oxide	39. Protactinium Oxide
40. Uranium Oxide	40. Uranium Oxide	40. Uranium Oxide	40. Uranium Oxide
41. Neptunium Oxide	41. Neptunium Oxide	41. Neptunium Oxide	41. Neptunium Oxide
42. Plutonium Oxide	42. Plutonium Oxide	42. Plutonium Oxide	42. Plutonium Oxide
43. Americium Oxide	43. Americium Oxide	43. Americium Oxide	43. Americium Oxide
44. Curium Oxide	44. Curium Oxide	44. Curium Oxide	44. Curium Oxide
45. Berkelium Oxide	45. Berkelium Oxide	45. Berkelium Oxide	45. Berkelium Oxide
46. Californium Oxide	46. Californium Oxide	46. Californium Oxide	46. Californium Oxide
47. Einsteinium Oxide	47. Einsteinium Oxide	47. Einsteinium Oxide	47. Einsteinium Oxide
48. Fermium Oxide	48. Fermium Oxide	48. Fermium Oxide	48. Fermium Oxide
49. Mendelevium Oxide	49. Mendelevium Oxide	49. Mendelevium Oxide	49. Mendelevium Oxide
50. Nobelium Oxide	50. Nobelium Oxide	50. Nobelium Oxide	50. Nobelium Oxide
51. Lawrencium Oxide	51. Lawrencium Oxide	51. Lawrencium Oxide	51. Lawrencium Oxide
52. Rutherfordium Oxide	52. Rutherfordium Oxide	52. Rutherfordium Oxide	52. Rutherfordium Oxide
53. Dubnium Oxide	53. Dubnium Oxide	53. Dubnium Oxide	53. Dubnium Oxide
54. Seaborgium Oxide	54. Seaborgium Oxide	54. Seaborgium Oxide	54. Seaborgium Oxide
55. Bohrium Oxide	55. Bohrium Oxide	55. Bohrium Oxide	55. Bohrium Oxide
56. Hassium Oxide	56. Hassium Oxide	56. Hassium Oxide	56. Hassium Oxide
57. Meitnerium Oxide	57. Meitnerium Oxide	57. Meitnerium Oxide	57. Meitnerium Oxide
58. Darmstadtium Oxide	58. Darmstadtium Oxide	58. Darmstadtium Oxide	58. Darmstadtium Oxide
59. Roentgenium Oxide	59. Roentgenium Oxide	59. Roentgenium Oxide	59. Roentgenium Oxide
60. Copernicium Oxide	60. Copernicium Oxide	60. Copernicium Oxide	60. Copernicium Oxide
61. Nihonium Oxide	61. Nihonium Oxide	61. Nihonium Oxide	61. Nihonium Oxide
62. Flerovium Oxide	62. Flerovium Oxide	62. Flerovium Oxide	62. Flerovium Oxide
63. Livermorium Oxide	63. Livermorium Oxide	63. Livermorium Oxide	63. Livermorium Oxide
64. Tennessine Oxide	64. Tennessine Oxide	64. Tennessine Oxide	64. Tennessine Oxide
65. Oganesson Oxide	65. Oganesson Oxide	65. Oganesson Oxide	65. Oganesson Oxide

**The Sherwin-Williams Co.**

SHERWIN-WILLIAMS NEW PLAN TO INSURE CONSUMERS GETTING "THE RIGHT FINISH FOR EACH SURFACE"

advertising. It figures prominently also in the supporting newspaper campaign, which will be devoted to pushing the store as the place where the correct finish for each purpose is assured through use of the Sherwin-Williams Household Guide. Electrotypes are being supplied to agents and dealers for newspaper advertising, along "Guide" lines. In the spring, the main newspaper campaign will be launched across the country and that for the company's retail stores will be resumed on a more extended scale.

Moreover, the "Household Guide" dominates all display material. This includes a giant "Guide" for window display, with counter and wall "Guides" for the store. The giant "Guide" is a more complete guide, by several items, than the one used in the restricted space of the magazine page. It is designed for use as a window display background and, in its enlarged form, the different items are easily readable from the sidewalk.

On the back of each giant "Guide" are mounted photographs of suggested window displays. One of these recommends that the merchant attach strings, by means of thumb-tacks to the items mentioned on the "Guide"

and then carry these strings or ribbons to the actual objects which appear in his window display.

An unusual feature of the wall "Guide" is a large pad attached at the bottom. On the leaves of the pad are listed companion or auxiliary products which the customer may need and which the clerk should not forget to sell to him, such as brush, sandpaper, steel wool, paint remover, etc. The pad also gives the quantities needed and other useful data for ready reference.

All mailing features, such as folders and booklets, carry the "Guide," one interesting use being as slip sheets for paint color cards.

Increased representation, increased distribution, greater variety of Sherwin-Williams products with each agent; attraction of the more desirable types of agent, and more ready development of dealers into agents, are some of the results the sales department expects. These are looked upon as reasonable results of a policy which gives the retailer the benefit of Sherwin-Williams knowledge and either establishes him as an authority with his trade or enhances a reputation he already has founded.

Selling pianos, phonographs and  
other musical goods in

# Philadelphia

Recognized throughout the world  
as a musical centre.



WITH more than 100 organizations devoted to the composition and production of music of every type, to suit every taste, Philadelphia offers a big market for makers of musical goods. Thousands of individuals are ardent musicians, buying instruments and other goods.

To help manufacturers of musical goods to route their salesmen so that dealers may be covered economically and efficiently, The Philadelphia Bulletin has prepared a list of the 739 musical goods dealers in Philadelphia and Camden.

Musical goods makers will prosper by advertising because through The Bulletin they can reach nearly every family in and around Philadelphia and Camden.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER

U. S. Post Office Report of net paid circulation  
for six months ending March 31, 1923—505,098

### NEW YORK

814 Park-Lexington Bldg.  
(46th and Park Avenue)

### CHICAGO

Verree & Conklin, Inc.  
38 East Jackson  
Boulevard

### DETROIT

C. L. Weaver  
Verree & Conklin, Inc.  
117 Lafayette Blvd.

### SAN FRANCISCO

Harry J. Wittschen  
Verree & Conklin, Inc.  
681 Market St.

### LONDON

Mortimer Bryans  
125 Pall Mall, S. W. 1

### PARIS

Ray A. Washburn  
5 rue Lamartine (9)

# Oklahoma City Plus Its R

No manufacturer would allow his salesmen to pass-up all parts of a metropolitan market which were an hour by trolley from the business center. Yet here is a case where the manufacturer is sometimes guilty of this slip.

AN hour's ride from Oklahoma City by inter-urban electric, we come to Norman, on the South, El Reno on the West, Guthrie on the North. By rail in about the same time, we reach Shawnee on the East and Chickasha on the Southwest.

These sizable cities are miniatures of Oklahoma City. The buying habits of the people are similar. The complexions of the towns are alike. Their people respond to the same arguments, read the same newspapers—in fact, these towns are as much a part of the Oklahoma City market as if they were a part of the corporate city.

Now here is the logical territory for the advertiser to visualize when he enters the Oklahoma market. Oklahoma City, itself, population 100,000; five smaller cities, close by, "feeding"

# Its Radius is a Market of a Half Million

scores of towns which in turn supply the wants of a radius with a population of 375,000.

Throughout this area, The Oklahoman and Times are the dominating newspapers—no other newspaper has any circulation that even approaches adequate coverage.

With one combination the advertiser thoroughly blankets this highly impressionable market with a daily circulation of 113,000 at a rate of 25c a line.

*"Telling, Selling Oklahoma" gives in detail the circulations of The Oklahoman and Times in every town in Oklahoma. Write for it.*

## *The* OKLAHOMAN & TIMES

MORNING, EVENING AND SUNDAY MEMBER A. B. C.

REPRESENTED BY

E. KATZ SPECIAL ADVERTISING AGENCY

NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO



## Babson Says:

(In His Report Dated Sept. 6th, 1923)

"Choose places with diversified incomes (for future sales effort). The depression of 1920 taught a useful lesson. It demonstrated that a locality with diversified activities withstands a business reaction far better than a locality dependent upon one or two dominating industries.

"Dairy regions should fare best . . . The resistance which the dairying regions showed to business depression (in 1920) is worth recalling at the present time when a reaction is in prospect . . . It is entirely probable that clients who find the farming regions as a whole an unfavorable field, may be able to do relatively well in the dairying localities."

*Wisconsin, leading all states in dairying, and Milwaukee, leading all cities in the diversity of its industries, certainly merit your first consideration when planning your future sales campaigns.*

Selective selling to be successful, it will be conceded, must be supplemented by intensive advertising.

## The Journal Dominates This Active Market

Using The Journal, you can, with one stroke, at a single low cost, cover this active responsive market effectively. It is the one dominant advertising medium directing the bulk of the buying of the state's 3,000,000 people. It is read by more Milwaukee and Wisconsin people than any other publication in the world.

**The Milwaukee JOURNAL**  
FIRST—by Merit

### These Figures Speak for Themselves

(From Babson's Report of Sept. 6th, 1923)

Wisconsin's Purchases for  
Month of July, 1923,  
\$885,000,000.00

Daily (25 Business Days)  
\$35,400,000.00

Increase over last year—8%  
Increase over year 1917—38%

Milwaukee's Purchases for  
Month of July, 1923,  
\$273,731,000.00

Daily (25 Business Days)  
\$10,949,240.00

Increase over last year—15%  
Increase over year 1917—51%

### A Market Survey for You

The Journal has compiled and published comprehensive consumer and dealer surveys on the Greater Milwaukee Market. These surveys cover all principal lines of merchandise.

Write us now for information regarding a survey covering your product or service in relation to this market

Complete Advertising Service  
Roto-Art—Color  
Black and White

# How Sterno Created a New Habit and Capitalized on It

The Marketing Problems of an Unfamiliar Convenience Explained  
Step by Step

By D. E. Wheeler

**A**BOUT nine years ago, an advertising expert paid a visit to the offices of Sternau & Company, of New York, manufacturers of nickel-plated ware. For more than fifty years this firm had made chafing-dishes, coffee percolators, tea kettles, bathroom fixtures, and a wide variety of similar articles of household use.

The caller spent an hour chatting with the sales manager on business conditions, advertising mediums and lineage, but he made no impression upon the executive as to the advisability of extending his market by means of consumer advertising. The sales manager was convinced the line was too miscellaneous, and that the sales force and the splendidly detailed catalogue were entirely adequate as selling aids.

Suddenly, in the middle of a dead pause, the visitor noticed an odd-looking object pinning down a pile of letters on the desk.

"What's that?" he asked, pointing to it.

"Oh, just a can of stuff—a sample of solid alcohol—that I use for a paper-weight."

"Solid alcohol!" echoed the other. "What is it for?"

"Burning—sort of canned fuel, you see."

The advertising expert took the little object in his hand for closer examination. "What are you going to do with it?" he enquired.

"Nothing in particular," answered the Sternau sales manager. "Why?"

"Man alive, there's a fortune in this thing!" exclaimed the visitor, whose imagination had been touched. "Put it on the market and advertise it properly and you'll set the world on fire!"

The matter rested there. The Sternau company continued to turn out its nickel-plated ware.

without giving any immediate consideration to solidified alcohol. There were plenty of fluid-alcohol lamps, gas burners, and electric heaters on the market. Besides, fuel was not its specialty. And the idea of solidified alcohol would require a process of expensive education in the public mind. However, the enthusiasm of the astute advertising man lingered in the air, and finally it was decided that his suggestion was worth at least a try-out.

## A LONG ROAD WITH BIG OBSTACLES

In this almost casual fashion "Sterno" materialized as a marketable product. But there was still a long way to go. Fuel in this form was so unusual that it met with suspicion, and therefore had all the disadvantages that attend pioneering. People had to be enlightened about it, then persuaded as to the convenience and uses of canned heat, to say nothing of the reiteration necessary to emphasize its utter harmlessness. And, as with everything unfamiliar and untried, the jobbers, dealers and salesmen had their fingers crossed until they were convincingly "shown."

At first, it was decided that the best method of introducing this new convenience would be through a combination offer of cooking utensils and Sterno. A mail-order campaign was planned and put into operation. It failed because people would not buy a pot or a chafing-dish to get acquainted with the advantages of a novel though useful fuel.

Mail-order promotion was discarded for direct trade methods. Through premiums of cans of heat to consumers and prizes of nickel-ware to salesmen, interest in Sterno Canned Heat was stimulated. Also, an advertising cam-



paign calling for space in six periodicals was started. Immediately, the product met with its first thrill of nation-wide recognition.

Then came a genuine inspiration. Grounded in metal work by years of experience, the Sternau people devised and manufactured a miniature stove—or stovette—of thin sheet-metal that could be folded flat when not in use and tucked away in the lightest hand-baggage. It cost one dollar at retail. This little portable heating apparatus considerably boosted the sales of the new canned heat. Lodgers who wanted to prepare a meal in hall bedrooms, campers, theatrical troupes on the road, students in cooking classes, and others who could employ heat to advantage in out-of-the-way places, quickly recognized the convenience and economy of the Sternau stove and its handy heat.

But Lionel Strassburger, the Sternau sales manager, was not satisfied. Bales of enthusiastic letters from customers indicated to him that if this latest apparatus was all that his correspondents said, then sales ought to be vastly multiplied. Surely, any article of such universal application should have universal support instead of only that of selective thousands!

Analysis clarified the issue to the realization that the stove was the keystone of the company's sales-arch, and that so long as it cost the sum of one dollar its sales were limited.

The principle is the same as that governing safety-razors, phonographs and cameras. Blades, records and films keep those businesses at the peak of profit. So it was with canned heat. The company could afford to sell the stoves at the smallest decimal of profit if that would aid to multiply sufficiently the regular users of Sterno.

Thereupon, experiments on the stove were undertaken to reduce the manufacturing cost to absolute minimum, yet preserve its utility, durability and general desirability.

Keyed up by the prospect ahead, the job was accomplished. And this summer bears witness to it in the form of a sheet-steel folding stove, weighing eight ounces, together with a can of Sterno heat and an extinguisher, neatly packed in a carton, the outfit retailing for twenty-five cents. By way of filip to this achievement a curling-iron set has also been evolved which sells for the same price. Girls camping in the woods or basking at the seashore will find this beauty-tool indispensable.

In consequence of this latest combination drive, 1923 promises to be the banner year for the company, and to ensure it, an intensive advertising campaign has been planned. If Mr. Strassburger considers the Sterno stove to be the keystone of his sales-arch, he looks upon advertising as the very foundation of his sales-arch.

The campaign called for space in from forty to fifty periodicals. There has been particular concentration upon the outdoor and sports periodicals. Newspapers also were used. Chain-store drives were scheduled, a special window display boom was started, and a coupon campaign among customers was put in operation.

#### WHEN A CONSUMER'S LETTER COMES TO THE COMPANY

When a customer writes direct to the company, presumably because he cannot obtain the Sterno product from a local store, his order is followed up by a cordial letter of thanks, containing the suggestion that he co-operate with the manufacturers in his territory by distributing to interested friends the three coupons enclosed, which call for an outfit at the regular retail price, postpaid. Further, a blank is enclosed, presenting a few leading questions about the local dealer, and asking the customer to what particular use he is going to put the Sterno outfit. If he takes the trouble to answer the little questionnaire (and a large percentage do so), the Sternau company, in return for his courtesy promises to send him a flame-reducing contrivance



without charge. Simple and conventional as this follow-up may be, it has proved itself enormously efficacious in stimulating new orders and bringing in valuable information.

Special tie-ups with the chain-store systems were arranged for the summer. Sterno advertisements are timed to interlock with those inserted in local newspapers by the chain stores, and window and counter displays are provided for. On the subject of window displays and their successful installation, Mr. Strassburger has very decided and definite ideas. He says:

"Any and every store-keeper seems to be only too glad to use window trims and will sign an agreement to that effect without reading it. That's the trouble. No doubt the merchant intends to do exactly as he promises—but he promises too many. The consequence is that window trims swamp the amiable fellow.

"We used to offer inducements to jobbers' salesmen to get the dealers to put in our Sterno window trims, but now we offer the dealer the inducement instead. We put up about a hundred dollars in money prizes every three months for the best-looking Sterno window dressing. Photographs of the display are required for entry to the contest, and a committee judges them and picks the winners.

"Even if a dealer does not win a prize, he is entitled to consolation salve in the shape of one dollar and two dozen cans of Sterno Canned Heat for the trouble he has taken to dress his window with our goods and have a picture taken of it."

Then I asked him a leading question: "Doesn't the Sterno business tend to become a purely seasonal one?"

"Not at all," he replied positively. "Do you imagine that our company would have given up its

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

manufacture of nickelware, if that had been the prospect? Since devoting ourselves to the Sterno Canned Heat—with the aid of advertising—our volume in dollars and cents has been greater annually than when we were making chafing-dishes, coffee pots, trays, etc. And for the first six months of 1923 we were far ahead of 1922.

"It only goes to show again what can be done with some device of general convenience. Make things a little bit easier or quicker for people and they will overwhelm you, especially if your service is cheap. I often wonder how many manufacturers there are who perhaps have some one thing in a miscellaneous line that they might concentrate on with huge satisfaction and profit to themselves; or maybe there is something that has come into them as a by-product, which they can't see though it may be under their noses!"

#### NEW USES RECORDED FOR ADVERTISING POSSIBILITIES

I asked Mr. Strassburger again about the seasonal-business question.

"Probably the summer time will always be our big season," he said, "but I feel that we can capitalize on the winter in many ways, some of which are now being worked out, with others to be developed. Let me illustrate the point. Our little red can of fuel is meeting new needs every day, from heating the baby's bottle at midnight, winter or summer, to curling hair at any time of the year and soldering the boys' radio sets. We keep careful tab of the thousand-and-one uses for Sterno, indoors and outdoors, and we invite every new customer to tell us what special purpose he or she will put it to. With this ever-growing stock of information, we can evolve an advertising campaign for any time of the year, suggesting surprisingly appropriate uses for Sterno Canned Heat, and on our letters we carry various series of pictures showing numerous applications of our fuel."

### E. T. Meredith Will Address Specialty Manufacturers

E. T. Meredith, of The Meredith Publications, Des Moines, Ia., and a former Secretary of the Department of Agriculture, will address the convention of the American Specialty Manufacturers' Association, which is to be held at Minneapolis on September 26, 27 and 28.

Other speakers scheduled include: J. W. Herscher, president of the National Wholesale Grocers' Association; Irving S. Paull, chief, Domestic Commerce Division, United States Department of Commerce; J. H. McLaurin, president of the American Wholesale Grocers' Association; Charles Wesley Dunn, counsel, American Specialty Manufacturers' Association; Miss Anne Pierce, director, The Tribune Institute, New York Tribune; H. C. Balsiger, secretary, National Association of Retail Grocers, and Charles P. Whiteman, president, National Food Brokers' Association.

### Likes the Backbone of "Printers' Ink Monthly"

THE COMER MANUFACTURING COMPANY  
DAYTON, O., September 6, 1923.

Editor of PRINTERS' INK:

We wish to congratulate you on the very excellent way in which *Printers' Ink Monthly* is now being mailed. The idea of the backbone in the envelope is very unusual. Can you tell us if there is any patent on this at all and whether anyone can use it?

THE COMER MANUFACTURING COMPANY,  
C. W. COMER,  
President.

### To Make October Electric Heater Campaign

The Majestic Electric Appliance Company, San Francisco, plans an October campaign on Majestic electric heaters in Pacific Coast and Rocky Mountain newspapers. The advertising will be handled by The Dolman Company, advertising agency of that city.

### To Advertise Mountain Maid Cedar Chests

The Hill-Hoel Manufacturing Company, South Bend, Ind., is planning a national advertising campaign on Mountain Maid red cedar chests in at least two national women's publications. Application for registration of the trademark, "Mountain Maid," was recently made.

### Plans Pacific Coast Pencil Campaign

The Liso Pencil Corporation, Alameda, Cal., plans to advertise its hard-rubber checking pencils in Pacific Coast newspapers. The Atlee F. Hunt Company, Oakland, Cal., is handling this account.

# Indianapolis

*is different*



Indianapolis people have an inclination for the better things and the means to gratify their desires. Quality products enjoy an exceptionally wide distribution. Universal prosperity, the absence of "class" lines and the dominance of The News make general distribution possible and profitable.

## The Indianapolis News



Frank T. Carroll, Advertising Manager  
New York Office: Dan A. Carroll, 110 E. 42nd Street  
Chicago Office: J. E. Lutz, The Tower Building

# For the Leaders

Here are fifty important stores—leaders in their communities. In the past few months *all* of them have chosen for their supreme style authority—*The Designer*.

SIBLEY, LINDSAY & CURR CO., Rochester, New York  
HIGBEE CO., Cleveland, Ohio

BOGGS & BUHL, Inc., Pittsburgh, Pennsylvania

SCHUNEMAN & EVANS, Inc., St. Paul, Minnesota

DULUTH GLASS BLOCK STORE, Inc., Duluth, Minnesota

RUDGE & GUENZEL CO., Lincoln, Nebraska

CULBERTON'S, Spokane, Washington

THE RHODES CO., Seattle, Washington

HALE BROTHERS, Inc., San Francisco, California

VILLE DE PARIS, Los Angeles, California

BRY BLOCK MERCANTILE CO., Memphis, Tennessee

THE D. M. READ COMPANY, Bridgeport, Connecticut

H. E. BACON CO., Evansville, Indiana

DENTON-ROSS TODD CO., Lexington, Kentucky

KAUFMAN & BAER CO., Pittsburgh, Pennsylvania

QUACKENBUSH & CO., Paterson, New Jersey

POWERS MERC. CO., Minneapolis, Minnesota

THE STEWART DRY GOODS CO., Louisville, Kentucky

KAUFMAN DEPT. STORES, Inc., Pittsburgh, Pennsylvania

MAISON BLANCHE CO., Ltd., New Orleans, Louisiana

THE ALMS & DOEPKE CO., Cincinnati, Ohio

THE KOOP CO., Cincinnati, Ohio

CHAS. A. KAUFMAN CO., Ltd., New Orleans, Louisiana

DANIELS & FISHER STORE CO., Denver, Colorado

M. O'NEILL CO., Akron, Ohio

BOWMAN & CO., Harrisburg, Pennsylvania

PETTIS DRY GOODS CO., Indianapolis, Indiana

SANGER BROTHERS, Dallas, Texas  
C. K. WHITNER CO., Reading, Pennsylvania  
M. LEVY & SONS, Elizabeth, New Jersey  
W. C. STRIPLING CO., Fort Worth, Texas  
H. C. MEACHAM CO., Fort Worth, Texas  
SANGER BROTHERS, Waco, Texas  
GEO. B. PECK DRY GOODS CO., Kansas City, Missouri  
THE DENTON COMPANY, Cincinnati, Ohio  
EDWARD WREN CO., Springfield, Ohio  
CLARK W. THOMPSON CO., Galveston, Texas  
THE G. M. McKELVEY CO., Youngstown, Ohio  
SAGE ALLEN & CO., Hartford, Connecticut  
A. STEIGER'S, Inc., Hartford, Connecticut  
ENGLAND BROTHERS, Pittsfield, Massachusetts  
HILLS, McLEAN & HASKINS, Binghamton, New York  
W. M. WHITNEY & CO., Albany, New York  
OSBORNE, NORMAN CO., Erie, Pennsylvania  
SMITH-ZOLLINGER COMPANY, Wilmington, Delaware  
SCHWARTZ BROTHERS, Wilmington, Delaware  
THALHIMER BROTHERS, Richmond, Virginia  
MACWILLIAMS, Wilkes-Barre, Pennsylvania  
ADLER & CHILDS, Dayton, Ohio  
SCRUGGS-VANDERVOORT-BARNEY DRY GOODS CO.  
St. Louis, Missouri

The fact that such progressive stores—  
in constantly increasing numbers—com-  
mend to their customers *The Designer*; is  
one reason why *The Designer's* circula-  
tion shows a healthy, rapid growth.

# *The* DESIGNER

THE DESIGNER PUBLISHING  
COMPANY, INC., New York

## Beginning Next Week

we will publish extracts from our unique "Time-Table Series" showing why The American Weekly is the greatest of all National advertising carriers.

All who are immediately interested in "The Shortest, Best and Cheapest Route for Sales and Advertising" may obtain the complete series on request.



  
The logo consists of a stylized eagle with its wings spread wide, perched atop a horizontal line. Below this, the words "The American Weekly" are written in a large, ornate, blackletter-style font. The word "The" is smaller and positioned to the left of "American".

A. J. KOBLER, Mgr.

1834 Broadway, New York

**Largest Circulation in the World**

## P. L. Thomson Heads Association of National Advertisers

**PHILIP L. THOMSON**, advertising manager of the Western Electric Company, has been elected president of the Association of National Advertisers by the directors of that association. He will serve until the association's annual meeting in November, this period



PHILIP L. THOMSON

being the unexpired portion of the term of office of George B. Sharpe, who was elected president in November, 1922, and who died on August 10.

His election follows service as a director, and since 1921 as a vice-president of the association; also as chairman of the executive committee during the past year.

At the same meeting of the board of directors, Ralph Starr Butler, advertising manager of the United States Rubber Company, was elected a vice-president to succeed Mr. Thomson; Robert K. Leavitt, advertising manager of "Onyx" Hosiery, Inc., was elected a director to succeed Mr. Butler.

Both Mr. Butler and Mr. Leavitt will serve until the annual meeting in November.

Stanley H. Twist, advertising manager and assistant sales manager of Ditto, Incorporated, was elected a director in the place of Edwin E. Taylor, who recently resigned from the advertising managership of the Carnation Milk Products Company.

G. Lynn Sumner, advertising counsel of the International Correspondence Schools, was elected chairman of the executive committee of the association in place of Mr. Thomson.

## Western Advertising Golfers' Association Tournament

L. L. Northrup won the gross prize in the monthly tournament of the Western Advertising Golfers' Association, which was held at the Calumet Country Club, Chicago. He turned in a score of 131 for twenty-seven holes. J. A. Bender won the prize for the lowest net score.

Flight winners and runners-up for the first three flights were: First, L. L. Northrup and J. A. Bender; second, C. L. Overake and E. A. Ecke; and third, M. R. Wood and Guy H. Abbott.

## New Accounts with the Matthews Company

The Howard Iron Works and the Alberger Heater Company, both operated by the same interests at Buffalo, have placed their advertising accounts with The Matthews Company, Buffalo advertising agency. Copy is being prepared for campaigns in business publications on Alberger heaters, water coolers and other products and on Howard expansion joints. A direct-mail campaign also will be conducted.

## Direct-Mail Advertising Association's 1924 Convention

The members of the board of governors of the Direct-Mail Advertising Association have decided to hold the association's 1924 convention on October 29, 30 and 31. The city in which the convention is to be held will not be determined until the January meeting of the board.

## Has Consolidated Cigar Company Account

The Consolidated Cigar Company, New York, Dutch Masters, Harvester, Mozart, Henry George, El Sidel and other brands, has placed its advertising account with Dr. Berthold Baer, advertising, New York.

# Letters That Paint the Reader into the Picture

Then He Is Interested; Otherwise the Letter Has a Harder Job to Accomplish

By James D. Cunningham

WE were discussing that great American institution, the Banquet Picture. My friend, the photographer, smiled indulgently, and shifted his cigar Nor' by Nor'-west. "I've been taking banquet flashlights going on twenty years now," he commented, "and I have yet to find a man who doesn't instinctively perk up, and start fussing with his tie, when the camera comes into view. He may try to look bored and blasé and all that, but just the same he is thinking 'I wonder if that black ribbon on my glasses will show up' or 'I hope they get my sweet expression around the ears' or something like that. Human beings are alike in one respect—they all want to get into the picture!"

Yet how often we folks who write sales letters forget or neglect this evident fact. Armed with a trusty book of synonyms, we set forth to paint a word-picture that will knock 'em dead. We string out our sentences with superlatives, and throw in a few rich, rare adjectives here and there for highlights. Then when the masterpiece is completed, we step back and modestly inform ourselves that this really is warm stuff.

And all the time, away off in one corner stands our old friend, Gentle Reader. We have completely forgotten to paint him into our picture!

But the reader is not so gentle as he was in days of old. We can no longer count on him to wade through our letter, inspired merely by a love of literature. Perhaps he may recognize the beauty of our word-picture, but he says to himself:

"What care I how fair it be  
If it does not include *me*!"

He yawns. The waste-basket yawns. And our precious paragraphs go down to perdition.

I am here to talk *facts*—not idle fancies. I know, from repeated tests, that it pays—and pays abundantly—to paint the reader into the picture. Each day comes new proof to confront me.

There is the case of a school of journalism that more than *doubled* returns from its form letters, when it quit smearing words here, there and yonder, and started painting word-pictures with the reader as a central figure.

Here is the way one of the letters clutches the young, imaginative reader and carries him along:

The very fact that you have written to us tells me that you and I have a common interest. The newspaper game! What a wonderful stirring phrase it is to those of us who thrill to the tune of a whirring press, and scent a mystic perfume in printers' ink.

The moment the writer declared "You and I have a common interest" he took the reader right into the picture. "Here at last," says the reader, "is a man who knows, and feels, and understands—one of my own kind. I like him, and I am going to listen to what he has to say."

The writer continues:

I know exactly how you feel about it. For not many years ago I stood just where you are standing today. I wanted to write. I wanted to get into the newspaper business. I wanted to know the joy of putting words on paper for all of the world to read. . . .

The reader is still in the picture. And he is going to stay right there until the very last word. You can count on that!

But we need not always paint *pleasant* pictures for the reader. Sometimes our end can best be attained by forcing him frankly to consider a distasteful or unpleasant subject. Or we may paint parallel pictures, letting the reader glimpse himself in both the pleas-



*Facsimile of newspaper story appearing in the New York American and Journal, Boston Advertiser, Chicago American and other Hearst newspapers throughout country on September 11, 1923.*

## VOGUE GIVES UP IDEA OF LONDON EDITION

**Good Housekeeping One of  
Few American Magazines to  
Take Firm Hold in England.**

Conde Nast, editor and owner of Vogue, has abandoned his attempt to establish Vogue in London, and has sold the English edition of Vogue to the publishing house of Hutchinson and Company, of which Sir George Thompson Hutchinson is head. Hutchinson and Company are publishers of Action Stories, owners of Hutchinson's Adventure Story Magazine and other periodicals.

In this connection, it is interesting to note that all attempts to establish English editions of American magazines have not failed.

The English edition of Good Housekeeping, owned and published by William Randolph Hearst, has become in two short years the leading woman's magazine in England, excepting only Nash's Magazine, which also belongs to Mr. Hearst.

The London Good Housekeeping is as profitable as it is popular, carrying an enormous amount of advertising of the highest class.

The London editor of Good Housekeeping, J. Y. McPeaké, is one of the ablest publishers in England, and is largely responsible for the magazine's astonishing success; but the situation shows that American publications of genuine merit have a great field in England.

This story, which appeared ONLY in the Hearst newspapers throughout the country, is absolutely false. I have not sold, and am not contemplating the sale of British Vogue to anyone.

*Conde Nast*

ant and unpleasant aspects—and leave him to choose his course. This was the plan followed by a business college in a letter to high-school graduates:

Mr. Jones:

What are you going to do with your life?

It is yours, you know. Yours to waste and squander; or to crowd with rich experiences and worthwhile accomplishments. No one can live your life for you. No one can regulate it for you. The decision is up to you.

You have put away childish fancies frankly to face the facts, and decide just what you are going to do with this life of yours. Thirty, forty, perhaps fifty years of productive time lie ahead of you. You know what these years are going to do with you. Each twelve-month will leave its mark. Now, what are YOU going to do with the years? Will you make each on-coming birthday a mile-post by which to measure steady progress? Or, will each succeeding year find you no nearer your goal?

"Our greatest problem," declares the manufacturer of a small household specialty, sold from door-to-door, "is to get professional agents to give serious consideration to our line. They have an idea that because the device is small, and sells for a low price, it is not worth bothering with. As a matter of fact there is more clear money in selling our device than in canvassing for many larger items."

The company repeatedly brings out this point in its letters to agents. A recent example begins by asking: "What is the secret of Ford's success? How has he made his millions?" The agent is then reminded that Ford makes money because he has a proposition that appeals to the masses. "There are other manufacturers whose cars sell for ten times as much as the Ford," the company points out, "but their market is limited. At the end of the year the Ford stockholders are away ahead of the game."

Then, in the next paragraph the company begins to bring the reader into the picture:

But you are asking "What has all this to do with me? I am not in the automobile business."

That's true enough. But just the same this introduction has a great deal to do with you. Because I am going to

show you in just a few minutes how you can apply Ford's principles to your own work, and make more money than you ever imagined possible.

You are looking around for "something to sell." Perhaps you have been tempted to handle some high-priced line. You have said to yourself "Why, every time I sell one of these articles I will make \$5.00 (or \$7.50 or \$10.00 as the case may be) clear profit. This is the line for me to tie to."

The reader sees himself in that picture. Well, yes, that is just about the way he has been figuring. It still appeals to him as a pretty good way to figure. But he is interested in what this fellow has to say, and so he keeps right on reading:

All well and good. But did you ever stop to think that the man or woman who sells a high-priced specialty is in exactly the same position as the manufacturer of high-priced motor cars? It is true that you do make a substantial profit on every sale. But sales are scarce. Perhaps you will find it necessary to spend half or two-thirds of your time looking for prospects. And even when you find a person who is interested, it is no easy job to close the sale.

But when you select the Ideal Fiber Cutter as your demonstration article, the condition is entirely different. You apply to your work the principles tested and proved by Henry Ford.

In selling the Ideal you waste no time looking for prospects. You simply take the town, street by street, and stop at every house. The Ideal has a universal appeal. It is something that every housewife wants. And the price is so small (only \$1.50 with a clear profit of 75 cents to you) that you can readily sell the lady of the house with a snappy two-minute demonstration.

And so we might go on, multiplying instances. But you will be more interested in going over your own letters to see just where and how you can paint a portrait of the reader into each paragraph.

It was Alice in Wonderland, you recall, who asked petulantly, "What good is a book without pictures?" We might well alter the question a bit, and ask: What good is a letter without pictures—pictures that take the reader into partnership?

### Glens Falls "Post-Star" Appoints C. L. Houser Co.

The Glens Falls, N. Y., *Post-Star* has appointed The C. L. Houser Company, publishers' representative, New York, as its national advertising representative.

***Automobile and Accessory Manufacturers know that no magazine covers the field as thoroughly and as economically as does Cosmopolitan.***

Most of Cosmopolitan's 1,100,000 lies in America's 663 key trading centers—the rich, responsive markets whose trading areas blanket the country—the identical points through which their product must go to consumers.

*The Border of this advertisement is the distinguishing mark of Cosmopolitan's five services—Motoring, Schools, Food, Travel, and Druggist.*

# Cosmopolitan

Fiction Interprets Life

35 Cents

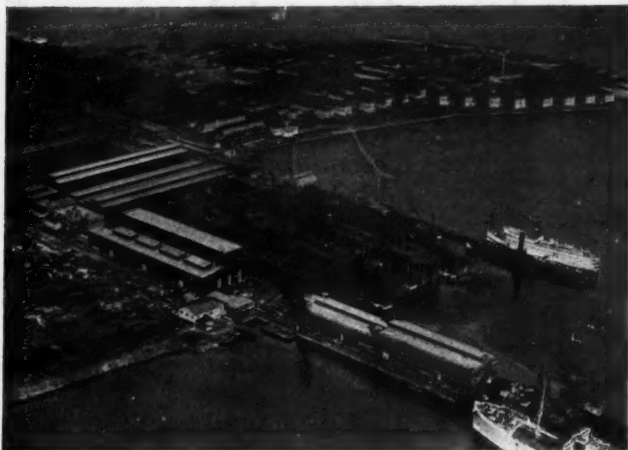
*America's Greatest Magazine*

W. S. BIRD  
Eastern Sales Manager

A. C. G. HAMMESFAHR  
Business Manager

J. J. BARNETT  
Western Sales Manager

# Baltimore



*Baltimore Dry Docks, showing vessels under construction.*

¶ There isn't a lot of use in trying to sell a Rolls-Royce to a fellow who is paying a dollar a week on a twenty-dollar suit.

¶ Markets are picked today on the basis of where the money is.

¶ Advertising pulls better in a town that's pushing ahead. They buy when they have the price.

# has the price

¶ Baltimore has the price. Baltimore has not only jumped into seventh place—but the population is still growing and will continue to grow. Same is true of the taxable basis.

¶ Baltimore is going to be a city of a million before you are very much older.

¶ The circulation of the Sunpapers has jumped in exact ratio with Baltimore's progress. So today the story is this:

**August Average Net Paid Circulation:**

**Daily (M & E) 242,700**

**Sunday - - - 176,000**

**A Gain of 15,000 Daily and 19,000  
Sunday Over August, 1922.**

*Everything in Baltimore Revolves Around*

**THE  
MORNING**

  
**EVENING**

**SUN  
SUNDAY**

JOHN B. WOODWARD  
Room 1513, 110 E. 42nd St., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

**BALTIMOREANS DON'T SAY "NEWSPAPER"  
—THEY SAY "SUNPAPER."**

## **"Out Here in Garland, Pa."**

By Arch Bristow

"The Erie Daily Times is looked for every evening as a part of our day, quite as much as supper and going to bed. It is a piece of our life in this little town, fifty miles from Erie, and it is just as much a part of people's lives in dozens of other smaller and larger towns in the prosperous section that surrounds Erie. So when an advertiser uses space in this staunch daily he has the attentive ear not only of the City of Erie, but of all this region 'round about."

Most of the folks in Erie and trading territory (150,000), and nearly all of them prosperous, look to the Erie Daily Times each day for general news and FOR ADVERTISING NEWS.

## **Erie Daily Times**

A. B. C. Member

Evenings except Sunday

Representatives:

**E. Katz Special Advertising Agency**

Established 1888

New York Chicago Atlanta Kansas City San Francisco

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# A Manufacturer Takes Up the Advertising Cudgels for Menaced Distributors

Pitman-Moore Comes to the Aid of the Hard Hit Veterinary Profession

THE Pitman-Moore Company, pharmaceutical and biological chemists, of Indianapolis, has recently been conducting an interesting advertising campaign in a number of farm publications in behalf of the veterinary profession.

In one sense this veterinary campaign may be regarded as an example of unselfish advertising. It may be compared to a case where a manufacturer advertises the services that his distributors give. Pitman-Moore is advertising the services that veterinarians render. In another sense the campaign might be regarded as a far-sighted attempt on the part of the company to protect its market from the encroachments of a menace that is just peeping over the distant horizon. Those manufacturers in other fields who have a similar problem will be interested to learn how this Indianapolis company is handling the situation. And this problem is not so rare and isolated as one might at first think. Every advertiser who finds it necessary occasionally to help jobbers and retailers with their troubles is facing the same situation that confronts Pitman-Moore.

What these manufacturing chemists are doing is really nothing more than a straightforward effort to do for the veterinary profession what it should do for itself, if professional ethics did not forbid. Even though the ethics of the profession did allow this campaign, it is reasonable to suppose that the profession could not conduct it so effectively as an outside agency, that is, at least partially disinterested.

The chief purpose of the advertising is to make the veterinarians more popular with farmers, to increase the demand for his services and to enroll more men in veterinary schools. Another purpose,

or rather another way of stating the above purpose, is to keep the stock-raising industry supplied with able veterinary services, capable of coping with such diseases as hog cholera and the foot and mouth disease. It is easy to understand how a manufacturer who is accustomed to advertise to the farmer will be better able to get over these points than could veterinarians, themselves.

## WHY OPEN MARKET SALES ARE AVOIDED

The Pitman-Moore Company is convinced that if it would sell its product on the open market to anyone who cared to buy it, instead of confining its sale to licensed veterinarians the company could effect an immediate increase in volume. But feeling that it is dangerous to the livestock industry for the farmer to treat his own animals for serious ailments, this company has steadfastly adhered to the policy of selling only to the profession.

It seems that for several years the veterinary profession has been on the decline. It is a fact that there are fewer practicing veterinarians than there were a few years ago. There are many reasons for this. It is said that the profession has been discredited in many quarters and that farmers have gradually lost confidence in it. As a result of this opposition nearly every veterinary college in the United States not supported by State funds, has been forced to close its doors because of lack of enrollment. It is apparent that there will be a still further decrease in the number of veterinarians in the immediate future unless something is done to help the veterinarian's position.

In its issue of September 1, the *National Stockman and Farmer* says editorially:

"In the college year 1915-16 the twenty-one recognized colleges of veterinary medicine in this country and Canada had 2,851 students. In the college year 1922-3 the number of colleges had dwindled to thirteen and the number of students to 630, of whom only 168

creasing number of communities engaged in producing pure-bred livestock, with the development of State and municipal inspection service, and with the demand for federal inspectors. Those who see these things ahead are much concerned over the lack of students of veterinary medicine. The University of Pennsylvania has even provided for the remission of tuition fees in its college of veterinary medicine, in the hope of attracting more students to that college. Our purpose in discussing it is to point out an opportunity to young men who are qualified by nature, environment and schooling to enter a profession which has never been properly or sufficiently recognized in this country, but which will be recognized before many years. For it is impossible that any science which has done so much for humanity, and will be so essential to its welfare hereafter, can fail to secure the recognition which is its due and which thoughtful men now accord it."

## What Would America Be Without Its Veterinary Profession?

### What Meat Inspection Means to the Farmer

Russia has so few veterinarians that meat inspection is impossible. Therefore there is an alarming spread of anthrax, glanders, tuberculosis and other malignant live-stock diseases which have been transmitted to the population.

If there is a further decrease in the number of veterinarians in this country, America will soon have no adequate meat inspection, because the Veterinary Profession is responsible for our system of meat inspection and the inspection is done by graduate veterinarians.

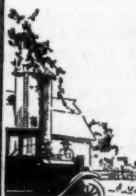
Without this inspection, human beings could not be assured of protection from diseased meat in their food supply or of adequate quality and sanitary standards for their meats.

Incidentally, lower prices for live-stock and meat products would be inevitable.

The Veterinary Profession is giving to the farmers of America a far greater service than that for which the farmer makes payment when he employs his local veterinarian.

It is imperative that the veterinarian be encouraged, and the greatest encouragement you can give him is to use his services.

The live-stock industry is the cornerstone of America's agricultural wealth—and the Veterinary Profession is its greatest safeguard.



*M. S. Moore*  
President Pitman-Moore Co.

COPY THAT APPEARED IN AGRICULTURAL PUBLICATIONS TO BENEFIT DIRECTLY THE VETERINARY PROFESSION

were freshmen. In other words, the number of graduates in recent years and in the coming three years cannot be sufficient to replace the practitioners who will die or must retire on account of age. There is now a shortage of competent men, while the demand for them must grow with the in-

creasing number of communities engaged in producing pure-bred livestock, with the development of State and municipal inspection service, and with the demand for federal inspectors. Those who see these things ahead are much concerned over the lack of students of veterinary medicine. The University of Pennsylvania has even provided for the remission of tuition fees in its college of veterinary medicine, in the hope of attracting more students to that college. Our purpose in discussing it is to point out an opportunity to young men who are qualified by nature, environment and schooling to enter a profession which has never been properly or sufficiently recognized in this country, but which will be recognized before many years. For it is impossible that any science which has done so much for humanity, and will be so essential to its welfare hereafter, can fail to secure the recognition which is its due and which thoughtful men now accord it."

The Pitman-Moore Company feels that there would be nothing alarming in the situation if the decrease in the number of veterinarians were merely a matter of evolution. In other words, if such a decrease were due to the fact that veterinary services were not needed the condition would be natural and it would be vain to try to combat it. Such, however, is not the fact. The veterinarian is needed today more than ever. It seems that the standard of the profession itself is today higher than ever. The veterinary colleges themselves have raised the educa-





**P**ERFUMES, jewelry, motor-cars, every imaginable sort of garment; refrigerators, food-stuffs, furniture and trunks—never before in any September issue of Harper's Bazar have advertisers spent as much as in this September's issue to interest those women who not only purchase prodigally themselves, but the influence of whose purchases spreads in ever-widening circles to other women.

# Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

tional requirements of prospective students and have likewise increased the length of the term. Whereas it formerly required but three years, a man must now study four years in a veterinary school in order to graduate.

One of the things that the profession is up against is the fact that several of our States have been passing laws permitting farmers to vaccinate their own hogs against cholera. Pitman-Moore claims that a farmer is not competent to do this. It cites the fact that in the State of Tennessee a few years ago permits were issued for farmers to vaccinate their own hogs indiscriminately. It is claimed that cholera losses in that State increased over \$1,000,000 the first year of the practice. Iowa has had a similar experience according to Doctor C. H. Stange, dean of the Veterinary Department of the Iowa State College. He is reported to have stated at a meeting of the U. S. Live Stock Sanitary Association at Chicago last December that the losses from hog cholera in Iowa last fall were greater than they were before serum and virus were discovered.

So these are the reasons for the Pitman-Moore Company campaign. Large space was used. The copy was signed by M. S. Moore, president of the company.

From the dollar-and-cents standpoint, it is impossible to check up the results from a campaign of this kind. Obviously results of that sort are not its purpose. It is reasonable to conclude, however, that advertising of this kind, if enough of it is done, is bound to be successful, inasmuch as it is sure to create much favorable sentiment for the cause it espouses.

#### Leaves Rice & Hutchins, Inc.

C. P. Halverson has resigned as advertising manager of Rice & Hutchins, Inc., Boston, manufacturer of Educator shoes. The advertising will temporarily be handled by H. P. Smith, who is in charge of sales.

#### Joins Indianapolis Agency

Russell C. Lowell has joined the staff of Emerson B. Knight, Inc., Indianapolis advertising agency, as director of the technical department.

### Metropolitan Advertising Golf Association Elects Officers

At a dinner following the final tournament of the 1923 season of the Metropolitan Advertising Golf Association at the Westchester-Biltmore Country Club, Rye, N. Y., on September 13, the annual election of officers was held. Charles G. Wright, vice-president of Van Patten, Inc., was elected president, succeeding Rodney E. Boone, Eastern representative of the Chicago American. The other officers elected were: Harris B. Fenn, The H. K. McCann Company, vice-president, and Walter R. Jenkins, Eastern representative of *Comfort Magazine*, secretary. R. P. Clayberger, treasurer of Calkins & Holden, Inc., was re-elected treasurer.

Two tournaments were held during the day in which there were 110 players entered. The honor of the day went to H. B. Fenn who won the low gross for both rounds. His score for the morning round was 78 and for the afternoon 80. Low net for the morning round was won by G. S. Maurer, vice-president of the Charles W. Hoyt Company, Inc., who turned in a card of 98-30-68. Courtland N. Smith, vice-president of the Joseph Richards Company, Inc., was the winner of the low net in the afternoon tournament with a score of 87-16-71.

### V. M. Olier Again Heads Employing Photo-Engravers

V. M. Olier, Chicago, was re-elected president of the Employing Photo-Engravers Association at the annual meeting of that organization at Boston. Samuel E. Blanchard, Boston, was elected vice-president and Frank H. Clark, Cleveland, treasurer. George K. Hebb, Detroit; L. B. Folsom, Boston; E. B. Timsley, Louisville; M. Johnson, Detroit, and J. W. Buckbee, St. Paul, were chosen members of the executive committee.

### New Advertising Agency Formed at Norfolk, Va.

M. Wise Kellam and Louis Fisher, Jr., have established an advertising agency at Norfolk, Va., under the name of Kellam & Fisher.

Mr. Kellam has been engaged in the advertising business for a number of years. Mr. Fisher for the last few years has been manager of the advertising service department of the Norfolk *Virginian-Pilot*.

### New Accounts for Goldman, Carrigan & Company

Clio et Cie., Inc., toilet preparations, and Shepard's Studio, Inc., publisher of "Shepard's Auction to Win," both of New York, and the Mansfield Paint Company, Binghamton, N. Y., have placed their advertising accounts with Goldman, Carrigan & Company, Inc., New York advertising agency.



## Electrical Appliances Will Sell This Christmas as Never Before



### \*Get Blanket Coverage During the Three Big Buying Months

**ELECTRICAL MERCHANDISING** and **ELECTRICAL RETAILING** give you complete coverage of the retail market for electrical appliances. **ELECTRICAL MERCHANDISING**, continuously referred to, by dealers, since 1916, for the best buying information in the electrical appliance manufacturing field, serves the established electrical appliance distributing industry—electrical dealers, jobbers and their salesmen, contractors, and the merchandising departments of electric light and power companies.

**ELECTRICAL RETAILING**, an increasingly important factor in the newly developed field of smaller electrical appliance distribution outlets, completes the coverage, by reaching the non-electrical dealers of electrical merchandise and the big new group of contractors and dealers. These two papers blanket the field in which you sell.

Last year the Christmas buying of electrical appliances set a new record. This year's sales will be even greater. October, November and December, the three big months in the retail electrical appliance field, are destined to be bigger than ever before. Dealers are *already* ordering in preparation for the tremendous buying season about to set in.

If you manufacture electrical appliances, or handle such an account, prepare now for the unprecedented demand that is coming. Get your Christmas sales message to the dealer early, and keep it there. His purchases are going to be large.

Dealers, everywhere, are readers of **ELECTRICAL MERCHANDISING** and **ELECTRICAL RETAILING**. These two papers reach *\*all* the men who will do the buying this fall, and who will sell to the largest purchasing public of electrical appliances ever known. Sell these dealers through **ELECTRICAL MERCHANDISING** and **ELECTRICAL RETAILING**—the papers they read and through which they buy.

**Electrical Merchandising**

Tenth Ave. at 36th St.,  
New York

**McGRAW-HILL PUBLICATIONS**

**Electrical Retailing**

Old Colony Bldg.,  
Chicago

# "Little thin strips of metal" +

## Business-Paper Advertising Develops a Steady Market

Why the Laminated Shim Company Is Taking Full Pages in Twenty-two Trade Publications

By E. B. Weiss

OFTEN we hear of a product that sells on sight. Less frequently, we find the report to be truthful. Few, indeed, are the articles that need only be shown to find a market.

The Laminated Shim does not fall in this category. But it does meet a very definite requirement. Its merits are so apparent that the selling job, even in the industrial field, can hardly be called extremely difficult. Shims, let it be known, are little thin strips of metal inserted on each side of two halves of a bearing. There are from seven to nine or more split bearings in an automobile motor. Should any one of these bearings run a few thousandths of an inch out of adjustment, it would quickly hammer itself to pieces. That necessitates bearing adjustments, and it is this operation which the Laminated Shim simplifies.

Manufacture was begun by the Laminated Shim Company, Long Island City, N. Y., some ten years ago. Within a period of right years a large part of the business to be obtained from manufacturers of marine engines, stationary gas engines, automobiles, trucks and tractors, was in the company's hands. Yet the company was not entirely satisfied. Almost from the beginning it was realized that dependence on the industrial market meant rather unsteady market. If the automobile manufacturers were hit by a slump it would not be long before the demand for Laminated Shims would take a drop. The same would occur if manufacturers in other fields using shims were forced to operate on part time or cease working entirely.

In addition to their use in manufacturing establishments shims

are employed daily for repair work in garage and service shops. The company was quick to realize that here lay a really dependable market. At the start efforts in this direction were rather sporadic and weak, as they are likely to be when a newly formed organization is feeling its way. Until 1916 only five or six thousand dollars was being invested annually in business-paper advertising to develop the garage and service field.

### MARKET

About this time the company decided to give the business publications a better chance to prove their ability to capture the small unit market. The appropriation was doubled. A copy keynote was adopted and the trade advertising has centered around this since. The plan was to convince automobile repair workers that Laminated Shims actually saved them time and money.

For four years the same message in different guise appeared regularly in the trade press. By 1920 the appropriation had risen to over \$16,000. All this time advertising was confined strictly to business publications. In fact the company has always depended largely on these papers to carry over its aims and policies. Nor was this confidence misplaced. Results were entirely satisfactory.

In 1921 a direct-mail campaign was run to supplement the trade-paper advertising. This consisted of six mailings one every month. The list comprised 22,000 names, later expanding to over 35,000—practically all in the garage and service field.

The mailing pieces were de-

### PRINTERS' INK

contained the Laminated Shim cut called to a slight. All along, however, there has been a vague feeling that this campaign was preventing the trade press from performing its duty. The cause of the trouble doing harm. The salesmen, in their garage and service shops, that the shims were often used. That they were kept in their boxes or some similar place frequently was noted. Sometimes the need in finding the

### PRINTERS' INK

furnishes a handy math. The business, etc. which results from the direct-mail campaign. The Laminated Shim Company has been able to find them needed and it is being used in these shops. This is the fact that the position in the garage and service station. The 1923 campaign will consist largely of business-paper advertising. The appropriation is \$70,000. Only full pages are to be employed in the trade press. Color will be used and covers, where obtainable. Twenty-two trade papers, reaching the automobile industry, particularly the garage and service shops will carry the Laminated Shim copy.

During 1921 the business-paper campaign was again increased in size. The same message of economy continued to be stressed. For \$35,000 the appropriation reached a new high. Practically the entire sum was invested in the trade press. Copy was run only in

the 1922 campaign. The same message of economy continued to be stressed. For \$35,000 the appropriation reached a new high. Practically the entire sum was invested in the trade press. Copy was run only in

the 1923 campaign. The same message of economy continued to be stressed. For \$35,000 the appropriation reached a new high. Practically the entire sum was invested in the trade press. Copy was run only in

# Business Paper Advertising = Success

The unthinking man says, "Great stuff, but I don't sell Laminated Shims." The advertising analyst says, "Here is an outstanding success. What's the cause? How can I apply the principles to my own business?"

First the market was thoroughly surveyed; a sales and advertising objective was definitely established; and then the company sought out the most direct advertising routes to the desired destination.

They found that they could use Business Papers to concentrate their message on each group of factors affecting sales; that they could specialize the copy; that papers of the A. B. P. class assured them of the highest degree of reader interest; and that this policy of specialization in both mediums and copy was lower in cost than any other known method.

Simple, is it not? No matter what your field, you can adopt the same plan. Consult our Advisory Service Department if you want to start right. No charge or obligation.

## THE ASSOCIATED BUSINESS PAPERS, INC.

100% A. B. C. Audited. Reaching 54

Different Fields of Trade and Industry

Headquarters, 220 West 42d Street • New York

# A.B.P.

"Member of The Associated Business Papers, Inc.," means proven circulations, PLUS the highest standards in all other departments.

# Isn't It Obvious?

The newspaper that grows continually and constantly, does so because it best serves a definite public need. The growth of The Indianapolis Star—like the growth of Indianapolis—has been steady, progressive and constructive. It is eternally fighting for the best interests of the community, the city and the state. Its policy is broad and always constructive.

It reaches and is read by a larger percentage of the most progressive people of central Indiana. It goes into the homes. It has their confidence. They believe in The Star and its constructive principles. Their faith in its advertising is proved by results that justify the serious consideration of those who want the widest distribution of their products at the least cost.

## The INDIANAPOLIS STAR

*The Shaffer Group*

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

FOREIGN  
REPRESENTATIVES

KELLY-SMITH CO.  
MARBRIDGE BUILDING  
NEW YORK  
LYTTON BUILDING  
CHICAGO

R. J. BIDWELL CO.  
744 MARKET STREET  
SAN FRANCISCO  
TIMES BUILDING  
LOS ANGELES

# Financing an Association for Co-operative Marketing

The Experiences of the Tobacco Growers Co-operative Association,  
One of the Youngest of the Large Marketing Associations

By James True

ONE of the youngest organizations in the field of co-operative marketing is now the largest, and has already substituted for a chaotic system an orderly method of merchandising a large part of one of the country's most valuable crops. In little more than a year the Tobacco Growers Co-operative Association of Virginia, North and South Carolina has attracted a membership of about 91,000, has lowered the cost of marketing, and has appreciably increased the growers' share of the consumers' dollar.

Advertising played an important part in this unusually successful organization, and it is still a factor in the growing strength of the association. In fact, the organizers have shown unusual aptitude for utilizing the best methods of modern business, and if their success depended on any single effort it is their achievement in financing, in establishing a strong basis of credit, while they were developing their campaign of organization and publicity.

A co-operative association must first supply the farmer's financial need, either with advances or loans, if the evils of dumping produce on the market are to be avoided. All of its future activities depend on its ability to do this. And the reason for the failure or ineffective operation of a number of organizations of the kind can be traced back to inadequate financing and the lack of reliable credit.

Realizing this, the organizers of the Tobacco Growers Co-operative Association placed a banker in the position of executive manager. They induced Oliver J. Sands, president of The American National Bank, of Richmond, not only to affiliate with the association, but to devote practically all

of his time during the last year to the financial and other interests of the organization. It was largely due to the experienced financial judgment employed that the association was enabled to advance its members approximately \$12,000,000 during the first few months of its existence, with the results indicated by the following brief summary.

## SOME FIGURES ON THE GROWERS RETURNS

In 1920, the crop of tobacco in Virginia, North and South Carolina was very large, and sold at an average of 20 cents a pound. This price was less than the cost of production, as the crop was grown under trying conditions and high costs.

The crop of 1921 was comparatively small, still costly to produce, and sold for an average of 21.4 cents per pound.

The 1922 crop, the first influenced by the marketing methods of the association, sold at an average of 26 cents a pound. There was an increase in production of 60,000,000 pounds over the previous year, with a reduction in exports of 84,000,000 pounds. And only about one-third of the crop was sold through the association, since the membership was then comparatively small.

In discussing the methods that made this result possible, Mr. Sands recently said that for 300 years economic questions relative to the producing and marketing of tobacco have been widely and seriously discussed. First, the Colonial Government attempted to solve the problems of the grower, and then the federal Government. Many people advanced, from time to time, theories and methods to improve both production and mar-



keting. But nothing approaching the plans of the greatest co-operative system could have been possible at any previous time, for the reason that the present means of communication and the necessary financial machinery were lacking.

"Generally speaking," Mr. Sands continued, "the development of co-operative marketing by producers has a direct and vital relationship to the profitable selling of everything used by our farm population. Indirectly, it influences the prosperity of all our commerce.

"It is now a fairly well-recognized fact that our cost of distribution is out of proportion to the amount realized by the producer. Ten cents out of every consumer's dollar seems entirely too little as the producer's share, and authorities state that the producer in the South has not realized even that percentage.

"Individuals, partnerships and corporations engaged in the distribution of the products of the South have, in many instances, accumulated great wealth, and we see a few men in each community controlling practically all of the wealth of the community; but we do not see a corresponding advancement of the masses engaged in the production of the South's principal staples. A general distribution of wealth and prosperity is much better for the community and the nation than the continued accumulation of wealth by a few. That is a fair statement of our principle. And the first aim of the association is to secure for the producer a more equitable share of the consumer's dollar, thus giving the farmer's money a purchasing power equal to that of any other man's money."

Although the matter was merely referred to by Mr. Sands, the organization of the association met with considerable resistance. Within the spread of ninety per cent were fat profits for many who were inclined to part with them reluctantly. Discouraging as the conditions were to the farmers, powerful interests resisted every effort of the association to change the old order.

"Owing to the active propaganda of those opposed to the co-operative marketing of tobacco," Mr. Sands explained, "and the natural conservatism of bankers toward all new methods in trade and commerce, in the beginning we faced a task which seemed almost impossible. For we knew that the problem of financing the association was the most important element of the undertaking.

"We had to raise a fund of approximately \$10,000,000 to be in a position to make advances to our members. Furthermore, we had to be prepared to borrow sufficient money to take care of the redried tobacco which might remain unsold after the close of the active receiving season.

#### LOW ADMISSION FEE

"For obvious reasons it was necessary to make the admission fee as low as possible. We estimated that it would cost \$3 a member to organize the association and that is all it costs a farmer to join. To date we have spent about \$25,000 in advertising, the money going to pay for space in newspapers throughout the three States, and for the printing of booklets and other direct material.

"The newspaper advertisements were used mainly to announce special meetings. Like many manufacturers, we relied upon advertising to attract attention to our proposition and arouse interest, and we then employed experienced speakers to address our meetings, answer questions, and present the final evidence that brought the producers into the organization.

"We had nothing to guide us but the Burley Association's first year, and we soon found that our problems were different in many respects. The Federal Reserve Board delayed its ruling as to the eligibility of our paper for rediscount by member banks, and this made it necessary for us to work out our plans along lines which experience led us to believe would be acceptable to the banks.

"We prepared a credit contract by which we agreed to turn over all tobacco to an agent represent-



Nine cereals are advertised in Minneapolis. Five use The Journal exclusively, three favor The Journal, and one—the smallest—divides his lineage equally. The Journal's lead this year is 24,789 lines or 71.1%.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*

ing the banks, the tobacco to be held by that agent until all loans were paid. In this way we offered security which many banks recognized promptly as of superior quality. Lack of capital is frequently offered as an objection to making loans to co-operative associations but we borrowed on a basis of less than one-half the market value of our commodity, and it at once became apparent to our bankers that we had a larger amount of actual protection behind our loans than many of their customers who had large capital.

"The extension of the charter of the War Finance Corporation to July 31, this year, enabled us to promise our banks that we would pay them in the spring of 1923 by getting money from the Government. All of this was accomplished, and we are now rapidly liquidating our loans from the War Finance Corporation by selling our redried tobacco. In a few weeks this all should be paid, enabling us to devote the entire proceeds from the sales to making further payments to our members on account of the 1922 crop.

"The Agricultural Credit Act, which President Harding signed on March 4, with the amendments to the Federal Farm Loan and Federal Reserve Acts, are of paramount importance to the entire country, and particularly to the co-operative marketing movement. Banks will now be able to make long-time loans to farmers on proper security, and the laws provide for the organization by farmers of agricultural credit corporations with a minimum capital of \$10,000, with rediscount privileges through the Intermediate Credit Banks.

"This season, the Tobacco Growers Co-operative Association of Virginia, North and South Carolina will avail itself of banking credit, and will also borrow on redried tobacco from the Intermediate Banks. We feel that these institutions, being permanent organizations, will be of appreciable aid to the farmers. Their rates of interest this year will be

five and one-half per cent, and their existence will give confidence to all banks in the value and desirability of loans to our own and similar associations.

"In a year or so, we believe that we will require very little borrowed money, distributing the cash to our members as we make sales. We have reason to believe that the financial condition of our members will improve so that they will be able to get along on their first advances and such credit from their local banks as they may require until actual sales have been made.

"So the progress the association has already made promises even better things for the future. We have established a service of accurate grading, warehousing, financing and selling, which has cost our members no more than the old method of marketing and it has brought them a more equitable price. Recent helpful laws have given impetus to co-operative marketing, which will result in more prosperity for the farmer and the entire country. But the organizers of co-operative marketing associations should remember that large memberships alone do not make strength. Loyalty to directors and officers and willingness to make all necessary sacrifices during early stages while the new system is being inaugurated are the essentials of success in co-operative marketing associations as well as other business organizations."

### Torrington Company Reports Increased Profits

The Torrington Company (of Connecticut), Torrington, Conn., and its subsidiaries, report net profits for the year ended June 30, 1923, of \$1,891,876.82, as compared with \$1,389,321 in the previous year. Among the assets listed, good-will, patents, etc., continue at a valuation of \$1,923,697. Torrington carpet sweepers and vacuum cleaners are products of this company.

### F. K. Anderson with "Cosmopolitan"

F. K. Anderson, recently with The Mennen Company, Newark, N. J., as sales manager, has joined the advertising department of *Cosmopolitan*, New York.



*-can you satisfy him?*

Localize your campaigns in boy's magazines by advertising in The Globe-Democrat, Rotogravure, Magazine, Comic Section, or Children's Pages.

DO you sell anything that a boy uses? Then seize this new opportunity. A newspaper in St. Louis has done a remarkable thing. . . . It has made such a big thing of its juvenile features that children demand and read it regularly. It has developed, in this way, a new reading group in addition to its regular adult readers.

—A remarkably responsive group, too,—as any parent well knows. . . . A group to which advertising makes its strongest appeal.

Test it now. Plan ahead for your Christmas Sales in St. Louis. Let us show you a new, easy and economical way to a great market.

*Write for brochure "Reaching That Juvenile Market in St. Louis"*

ST. LOUIS  
SUNDAY

**Globe-Democrat**

NATIONAL REPRESENTATIVES

F. St. J. Richards, . . . New York  
Guy S. Osborn, . . . Chicago  
L. R. Scolaro, . . . Detroit  
C. Geo. Krogness, . . . San Francisco  
Dorland Agency, Ltd., . . . London  
Assoc. American Newspapers, . . . Paris



# The Largest Farm Paper

*Young Breeders of Chester Whites*  
*Read The Farm Journal*



*Y. W. Black*

—20 years old—won 26 ribbons at the State Fair at Springfield in 1922, which amounted to \$340 in cash, and one of his boars was Junior Champion. At the National Swine Show this Junior Champion Boar took second place and a sow fifth place.

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## It Pays and Proves It Pays

# Circulation over 1,150,000

**G. W. BLACK**, of Washburn, Ill., is twenty years old and has been raising pigs since he was thirteen. He has been farming for himself for three years.

When Mr. Black was 18 he went to the State Fair to exhibit some of his pigs. He didn't have much luck, but said the experience was well worth while because he got to know the type of hog it took to win. He bought the gilt that took first prize at this show and a good boar. His stock is now worth over \$5000.

He sold \$3500 worth of hogs in the fall and winter of 1922-3. At his County Fair he won 20 ribbons and had the Grand Champion Sow. At the State Fair he took 26 ribbons and had the Junior Champion Boar. At the National Swine Show this boar took second and one of his sows fifth.

The remarkable thing about Mr. Black's career is the success he has attained even before he has reached his majority. It is in such careers as these that The Farm Journal plays an important part, for, as Mr. Black says, "I think The Farm Journal is the greatest farm paper ever published. I read most every page and I get many ideas on farming and livestock from it."



## Believed In for 46 Years

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# Henri, Hurst & McDonald

## A D V E R T I S I N G

### Chicago

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**T**HE Kaynee Company enjoys the largest business and the highest prestige of any manufacturer in their industry. Loving mothers everywhere dress their boys in Kaynee Togs.

The advertising of Kaynee garments has been entrusted to our organization.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

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# Johns-Manville Tests Out an Appeal to Women

New Roofing Copy Based on Assumption That Women Are Interested in the Details of Home Building

A NEW note seems to be creeping into advertising copy due to recognition of the fact that consumer buying, in so far as the vast majority of commodities is concerned, is a fifty-fifty proposition. The idea that women do 90 per cent, or 80 per cent or 70 per cent of the purchasing is no longer being permitted to color advertising so that it takes on an exceedingly, if not exclusively, feminine slant. The American Stove Company, advertises the Lorain Oil Burner to men in farm journals. A Canadian manufacturer of ammonia found it decidedly profitable to advertise that product to the almost forgotten male.

And the reverse English is being used just as effectively. In other words, articles in which only men were supposed to be interested, are now being brought to the attention of women via the printed page. The Hoffman Specialty Company, is one of the advertisers which has deliberately set about to sell women on its heating plant. The company reports that this new copy angle tapped an influence that was more far-reaching than was realized when the idea first received consideration. The Detroit Steel Products Company does not forget that women can be interested in Fenestra Basement Windows and its copy is framed accordingly. Fairfacts Fixtures are advertised in a similar vein.

Now comes Johns-Manville, Inc., with roofing copy that tacitly admits the woman is very often as interested in the details of home building as the head of the house, and, occasionally, more so. An advertisement that will appear in periodical space within a few days, featuring Flexstone Asbestos



## "We never knew Asbestos Shingles cost so little"

Now you can have a fire-safe roof at a small cost.

You can now get shingles of Asbestos on your home for about the same money that you would put into any ordinary roof. Because today, Johns-Manville is making the popular flame-retarded shingle upon a base of asbestos rock fiber—the Flexstone Shingle. And the durable, fire-safe shingle falls well within the low cost level.

Only a fraction of a cent more per shingle.

Comparing the price of Flexstone Shingles with that of ordinary flame-retarded shingles without an asbestos foundation, you'll find that each Flexstone Shingle costs only a fraction of a cent more. A small premium for fire safety!

And it's worth it! Only a fraction of a cent per shingle to cover your roof with a layer of asbestos rock fiber—every square foot shows a safe from

your chimney or from a nearby fire. In Flexstone Shingles you get a roof of unusual beauty—also a roof of unusual safety—blue-black, green or red. You can choose whichever color harmonizes best with the color of your home.

The asbestos base is flameproof!

Flexstone Shingles are not only more fire-safe—they are more durable. The asbestos base prevents drying out, rot, curling, bubbling, they are literally rock shingles.

Caution! Don't let the similarity in appearance between Flexstone and ordinary flame-retarded shingles fool you. They look alike on top. Insist on the shingle with the asbestos base.

We shall be very glad to send you samples and further information. Write to:

JOHNS-MANVILLE, Inc., 27  
Market Street, at the corner, New York City  
No. 10000, 10001 or 10002-10003-10004-10005-10006

## JOHNS-MANVILLE

### Flexstone Asbestos Shingles

INTERESTING WOMEN IN A ROOFING PRODUCT IS THE PURPOSE OF THIS EXPERIMENTAL COPY

Shingles will be the first experiment made by this company on the revised appeal.

The illustration in this advertisement pictures a scene in an architect's office. A young couple is seated at opposite ends of a long table. Between them, stands the architect. The two men are focusing their gaze on the young

What Type of Asbestos Shingles? The chart will help you decide.

Asbestos Shingles	Flexstone Shingles	Asbestos Shingles	Flexstone Shingles
Blue-black	Blue-black	Blue-black	Blue-black
Green	Green	Green	Green
Red	Red	Red	Red
Blue-black	Blue-black	Blue-black	Blue-black
Green	Green	Green	Green
Red	Red	Red	Red
Blue-black	Blue-black	Blue-black	Blue-black
Green	Green	Green	Green
Red	Red	Red	Red



woman, which is a clever method of directing the reader's attention to the importance the company attaches to the fairer sex.

"We never knew Asbestos Shingles cost so little," is the caption. Here again the feminine proclivities are appealed to. Women are more interested in economy than men, generally speaking. That is, while they are keen judges of quality, they also pay close attention to price. The headline therefore, merely suggests, subtly, that the asbestos shingle is a quality product and directly notifies women that it is also economical.

Proofs of the advertisement will be mailed to the distributing trade and Johns-Manville will then await results.

This particular piece of copy is largely in the nature of a try-out. The company has not definitely decided that the new slant is better than those which preceded it, or that all Flexstone copy in the future shall follow similar lines. Another insertion of the same advertisement will be made in other periodical space. What is run after that will depend largely on what the trade reports concerning the way women respond. The names signed to the requests for the booklets mentioned at the close of the advertisement will also serve to indicate the effectiveness of the appeal.

#### A SIGNIFICANT EXPERIMENT:

At all events, this test by one of our largest advertisers is interesting in that it indicates the discarding of some firmly rooted notions pertaining to buying influences.

Perhaps its outstanding significance is that it emphasizes to other advertisers, the importance of thoroughly analyzing the factors basically responsible for the sale of their merchandise. In more instances than one, such an investigation would disclose that a slight change in copy designed to appeal to both sexes would be more resultful than the present policy of catering to either male or female alone.

## Checked Against the Slogan List

HANNAH-CRAWFORD, INC.

MILWAUKEE, Wis., Sept. 5, 1923.

*Editor of PRINTERS' INK:*

I am wondering if your research files on slogans can tell us if the following has ever been used.

It has been proposed by one of our men for a local furniture house and reads:

"Built Up to a Standard—  
Not Down to a Price."

Anything that you can give us in the way of information on this point will be greatly appreciated.

HANNAH-CRAWFORD, INC.,  
H. N. CRAWFORD.

"Built Up to a Standard—Not down to a Price," has been used by the Dorris Motor Car Company, St. Louis. The slogan was registered in PRINTERS' INK's Clearing House of advertised phrases in the early part of 1922.  
—[Ed. PRINTERS' INK.]

### C. E. Dunbar, General Sales Manager, Amrad Products

C. E. Dunbar has been appointed general sales manager of the American Radio & Research Corporation, Boston, manufacturer of Amrad radio equipment. He will direct the building of a new sales organization for the national merchandising of Amrad radio products direct to the consumer. The country is being divided into sales territories which will be controlled by division offices. Twelve of these offices already have been opened.

For the last five years Mr. Dunbar has been general sales manager of the Noiseless Typewriter Company, New York. He also has been at various times with the Royal Typewriter Company, Inc., the Underwood Typewriter Company, Inc., both of New York, and the Dalton Adding Machine Company, Cincinnati, O.

### National Toilet Company Appoints McJunkin Agency

The McJunkin Advertising Company, Chicago, has been appointed to direct the advertising of the National Toilet Company, Paris, Tenn. National publications and newspapers will be used for this account.

### Hugh M. Fullerton to Leave The Wooltex Company

Hugh M. Fullerton has resigned as vice-president and general manager of The Wooltex Company, Inc., Cleveland, O. His resignation becomes effective December 1.

## A "Tip" to Agencies Handling Radio Accounts

Radio dealers in Chicago know the local newspaper situation from its every angle.

And when you learn that these local dealers during the first eight months of 1923 placed more advertising in the Chicago Evening American than in any other Chicago newspaper you also learn something that should be of material assistance to you when making up future schedules.

**CHICAGO EVENING AMERICAN**  
A Good Newspaper

## The "Compleat" Advertiser

By T. S. Knowlson

**W**HAT is a good advertisement? One that sells the goods, *obviously*.

Of men and advertisements alike it is still true: "By their fruits ye shall know them."

Results are the final test.

And the finest results come from advertisements that are "compleat."

"Compleatness" has several qualities: good psychology, clever art, impressive language, convincing logic, and a persuasive power that is truly compelling.

An advertisement may be a beautiful piece of work to look upon, dwarfing everything else near it, and yet it may be finally ineffective.

Why?

Because it is not "compleat."

It has art values and literary excellence, but—no psychology, no *punch*.

Another advertisement may be poor in these respects, but good in the handling of human nature.

And yet it pulls more than the other.

Why?

Because it is right in its psychology though wrong in its technique.

Unless a copy writer can adjust technique to business facts and human needs he will fail to produce "compleat" advertisements.

Consider an analogy.

A cobbler writes:

"The heart as a lodgic wich the head don't know of."

Do the inaccuracies of language blind you to the merit of the thought?

Of course not.

It is exactly the same as Pascal's "*Le coeur a ses raisons que la raison ne connaît point*," in which rendering he combined brains with style and accuracy.

This is infinitely preferable.

Yes, a fine idea may be embodied in bad grammar and just as one man may lie in polished

accents, so another may tell the truth although his verbs are wrong.

This explains why some defective advertisements have been successful.

But mark this: an advertisement which pulls, however weak in certain details, is right *somewhere*.

Make it right *everywhere*, and it will pull still better.

It is then "compleat."

That elusive something which advertisers occasionally miss in their own announcements is really a lack of proportion among the more subtle qualities which constitute a masterly appeal to the public.

The copy writer evidently lost his sense of symmetry.

Probably he used too much logic and not enough lure.

Readers are often *convinced* without being *persuaded*.

"Compleat" advertising avoids disproportion, and thus promotes sales.

For, after all, selling is the real object in buying space and using it for publicity—not the production of a pretty picture, or the expression of ideas in fine language.

When these elements are out of proportion the reader loses sight of the proposition and the advertiser loses an order.

### New Accounts for Emerson B. Knight, Inc.

The advertising account of The Fibroc Insulation Company, Valparaiso, Ind., manufacturer of Silent gear material and insulation material, has been placed with Emerson B. Knight, Inc., Indianapolis advertising agency.

This agency also has obtained the accounts of the Edgerton Manufacturing Company, Plymouth, Ind., maker of baskets, and the Jewel Phonoparts Company, Chicago, maker of Jewell tone arms and reproducers.

### Made Advertising Manager Sears, Roebuck & Company

E. H. Powell has been appointed advertising manager of Sears, Roebuck and Company, Chicago mail-order house. He succeeds Irwin S. Rosenfeld, resigned, who had been with the company for more than seventeen years.

Mr. Powell has been manager of various departments of this company, previously to his present position, most recently having been manager of the men's furnishings department.

## Foreign Language Publishers Form an Association

**A**N organization of foreign language newspaper publishers has been formed under the name of Association of Foreign Language A. B. C. Publishers. The headquarters of the association is located at New York, and Maximilian F. Wegrzynek, of the *Nowy Swiat*, New York Polish daily, is executive secretary. Membership in the association is limited to foreign language publications that are members of the Audit Bureau of Circulations.

The association has come into being as a result of a plan evolved by several foreign language publishers and the committee on foreign language newspapers which was appointed by the executive committee of the American Association of Advertising Agencies. The members of the agency association's committee are: R. P. Clayberger, Calkins & Holden, Inc., chairman; Harry H. Walsh, Newell-Emmett Company, Inc.; Frank H. Hilson, The H. K. McCann Company, and E. O. Perrin, J. Walter Thompson Company, Inc.

### MEMBERS OF THE ASSOCIATION

The publication membership of the Association of Foreign Language A. B. C. Publishers includes the following: *The Day*, *Jewish Morning Journal*, *La Prensa*, *Nowy Swiat*, and *Staats Zeitung*, all of New York; *L'Avenir National*, Manchester, N. H.; *Decorah Posten*, Decorah, Ia.; *Polish Daily Record*, Detroit; *Jewish Daily Forward*, New York and Chicago, and *Svenska Amerikanaren* and *Svenska Tribunen*, both of Chicago.

The program of the association calls for its tentative operation for about a year until enough representative members have been gained when it will be permanently established. It is planned to hold a convention in September, 1924, when a board of directors will be

elected and by-laws formulated. An effort also will be made to have the association, when it is permanently established, made a special departmental of the Associated Advertising Clubs of the World.

## American Knitting Mills Appoint Kirtland-Engel

The American Knitting Mills, Chicago, has appointed Kirtland-Engel Company, Chicago advertising agency, to direct its advertising. Made-to-order sweaters will be offered direct to the consumer, made up to exact specifications as to color, striping and design.

The Kirtland-Engel agency also will represent the Austin Welding Works, Chicago, manufacturer of an air-pressure cook stove, which is constructed and designed to burn oil.

## Trade-Marks Technical Product

H. A. Metz & Company, Inc., New York, dye stuffs, recently made application for registration of the trademark "Maltex" for use on a preparation for the removing of starch and sizing from textiles. Business-paper advertising of the product is contemplated. The account of this company is handled by the Hazard Advertising Corporation, also of New York.

## Detroit Advertising Service Increases Staff

The following additions have been made to the staff of the Detroit Advertising Service, Detroit: S. Breck, formerly with the *Detroit Golfer*; George Ferguson, formerly with the Milton Alexander Company, Detroit; and Carl Williams, of Toronto.

## Evans & Barnhill Advance H. J. Walsh

Evans & Barnhill, Inc., New York advertising agency, have advanced Harry J. Walsh to the position of space buyer. He succeeds Miss Clara H. Sachs, space buyer for the last three years, who has resigned.

## New Government Export Bulletin on Advertising

The division of foreign tariffs, United States Department of Commerce, has prepared a trade information bulletin (No. 122) entitled "Shipment of Samples and Advertising Matter to the British Empire."

The John Igelstroem Company, Massillon, O., manufacturer of lithographed dealer displays, has appointed A. Prather, Seattle, Wash., to represent it in the Pacific Northwest.

## Engineering Advertisers Hold "Better Letters" Night

"Nothing is worth advertising or selling that would not sell itself if the full facts about it were known," said Charles Henry Mackintosh, of the Mackintosh Advertising-Selling Service, Chicago, speaking before the Engineering Advertisers Association, Chicago, at its "Better Letters" meeting, which opened the fall and winter program of the association.

"Industrial advertisers believe that truth and practice it more than any others," he continued. "No man can be in advertising so long that it will not pay him to go back over the fundamentals again and again. Selling letters should be planned and written in terms of the interest of the person whom you have to sell. It is not what you put into a letter, but what the other fellow gets out of it that counts."

Among a number of sales letters presented, characterized as "the most successful letter I have written," was one by Richard W. Sears, written while president of Sears, Roebuck & Company. This one letter, it was stated, sent to 1,500 farmer prospects in one State, produced \$64,000 in orders for paint and a number of orders for other merchandise.

## Street & Smith Publishing New Magazine

Street & Smith, New York publishers, have begun publication of a new semi-monthly magazine, called *Sport Story Magazine*. It will have a page size of 5½ inches by 8 inches and, as the name suggests, will be devoted to sport stories. C. C. Vernam is general manager and J. H. Brown, Eastern manager.

## James R. Carter Dead

James Richard Carter, of Boston, died at his summer home in New Hampshire on September 13 at the age of seventy-four. Mr. Carter was the founder of Carter, Rice & Company, paper manufacturers, Boston, in 1871, and had been the treasurer and a director of The Carter's Ink Company, Cambridge, Mass., since 1896.

## Starts Technical Advertising Service

Andrew J. McGregor has started, under his own name, a specialized service for technical advertisers and agencies at New York. Mr. McGregor was formerly with the sales promotion department of the McGraw-Hill Company, Inc., New York.

## B. F. McGuirl Joins Ferry-Hanly Agency

B. F. McGuirl, recently vice-president of The Potts-Turnbull Advertising Company has become affiliated with the Kansas City office of the Ferry-Hanly Advertising Company, Inc.

## Advertises Sales Policy During Silk Trade Crisis

The disturbed conditions in the silk trade as a result of the Japanese earthquake was made the subject of timely copy in the newspaper advertising of M. F. Collins, proprietor of Ye Fabric Shoppe, of Springfield, Mass. The caption of the copy was printed in heavy type and read: "Japan's Disaster." Alongside of this was reproduced a newspaper report from New York which said: "Disaster Closes Raw Silk Market." This news report told how the market had been closed and all offerings withdrawn and that trading probably would not be resumed until the reopening of the Japanese market.

"Fortunately," the copy stated, "we have a large stock of fine silks on hand and can supply any amount of local demand for an unlimited time."

"Our prices unchanged. While our present stock lasts we will offer the same high-grade values at no increase in price."

## Radio Advertiser Plans Increased Advertising Campaign

The King Sewing Machine Company, Buffalo, plans to extend the advertising of its King Quality radio apparatus to include radio magazines. Last year this company confined its advertising to business papers and, feeling that this campaign has been successful, it will endeavor this year to interest the consumer as well as the dealer in its products. Walz-Weinstock, Inc., Buffalo advertising agency, is directing this account.

## Ray Masters, Advertising Manager, "Metropolitan"

Ray Masters has been appointed advertising manager of *Metropolitan Magazine*, New York. Mr. Masters for the last three years has been with the advertising department of *Physical Culture*. Both magazines are members of the Macfadden group of publications.

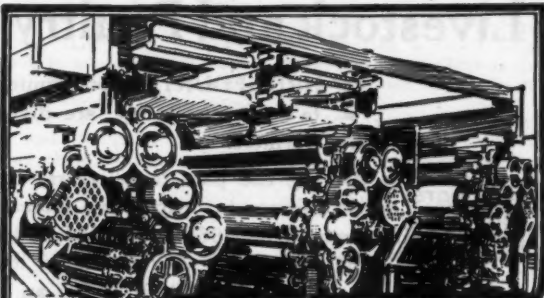
## Joins Matteson-Fogarty-Jordan Agency

Joseph D. Probst has joined the Matteson-Fogarty-Jordan Company, Chicago advertising agency, as head of the production department. He was formerly with the Ehlbert Advertising Service and the Turner-Wagener Company, Inc., both of Chicago.

## W. N. Jennings, Jr., with Williams Printing Company

William N. Jennings, Jr., has been appointed sales manager of The Williams Printing Company, New York. Mr. Jennings was for nine years sales manager of the Carey Company, Inc.

# More Presses For The Detroit News



**THE** serious handicap which has confronted The Detroit News for the last three years, forcing it to lose thousands of inches of advertising, offered, will gradually be eliminated by a new battery of multi-unit presses now being installed.

The Detroit News feels its responsibility as the leading medium of the Detroit field to furnish advertisers with space commensurate with their needs.

A supplementary building program is fast being completed and the printing capacity of The News' plant will be steadily expanded, and it is expected the close of the present year will see the end of enforced rejection of advertising.

## The Detroit News

*Greatest Circulation Daily and Sunday in Michigan*

1873—FIFTY YEARS OF PUBLIC SERVICE—1923



# Diversified Farmers Get 95% of Their Incomes From Dairy Products, Livestock and Poultry



Above chart shows graphically the sources of income of twenty-two Steele County (Minn.) dairy farmers during 1922. Cash crops represented only 13% while dairy products, cattle, hogs and poultry produced nearly 95% of their incomes. Operators' average net income was nearly \$2,500. How many city men have \$2,500 left from their annual incomes after taking out house rent, expenses of operating automobile, real estate, insurance, taxes and interest?

**T**HREE-FOURTHS of Minnesota's farmers, today, are diversified farmers.

During the past three years, cows on Minnesota farms have increased from 1,083,662 to 1,641,000 or 51%. Their owners have built more than 10,000 silos, an increase of 50%, and have more than doubled their alfalfa acreage in the same period.

Minnesota bank deposits have increased about 10% during the past year. More than half of the state's total deposits are in country banks, outside of the Twin Cities.

For more than forty years **THE FARMER** has devoted its service and influence to the upbuilding of the livestock, dairy and poultry industry of the Northwest.

**THE FARMER**

Webb Publishing Co.,

Saint Paul, Minnesota

*The Northwest's Only Weekly Farm Paper*

**Largest Farm Circulation Covering the Northwest**

# How Baltimore & Ohio Railroad Is Developing Ticket Salesmanship

Designs Its Advertising Copy for Its Employees as Well as for the Public

By Malcolm McDonald

ON the Baltimore & Ohio Railroad, ticket salesmanship has been made a fine art in which the man in the ticket office is but a single link in the chain of merchandising. The duty of selling the public is a part of the day's work with a widespread organization. Each employee who forms a point of contact between the railway and the ticket buyer is given his share of responsibility for sales and resales.

Display advertising, principally of the educational type, constitutes the keystone of the structure. From this central point the fabric of salesmanship radiates to the various parts of the system. Newspaper space is but the beginning, and the carefully prepared copy is designed for the members of the organization as much as for the public.

Passenger Traffic Manager W. B. Calloway states that it is his conviction that the railroad must "sell" its employees before it can successfully sell the public. On this theory, he undertakes to see that every man in the chain is sold on the advantages of the Baltimore & Ohio travel facilities. With this achieved, each of them is in better position to convince the public.

"The sale of railway tickets is a great deal like the sale of a cash register," says Mr. Calloway. "Transactions in cash registers don't just happen. They are something more than delivering the machine and collecting the bill. As the first step it is necessary to create a demand, and this must be followed up by somebody who is able to show the prospective purchaser exactly what the register will do for his particular business and how this is to be accomplished.

"In our campaign of ticket

salesmanship we undertake to create a demand through advertising, but we realize that the real results for which we are looking are in the resales—in making each purchaser of a ticket become a steady customer. This is the aim on which our work is concentrated.

"For a year or more we have been carrying on a campaign of newspaper advertising, of which our Philadelphia activities afford an example. Philadelphia is a good centre for ticket salesmanship, anyway. In cities in which the road uses union stations, as in Washington, the laws of neutrality make it essential that a ticket agent should content himself with giving the public what it asks for. In Philadelphia we have our own station and can make our agents salesmen rather than vendors who hand out the tickets as requested.

## ADVERTISING COPY IS THE STARTING POINT

"The chain starts with our advertising. In our newspaper copy we emphasize the attractions of our service and the spirit of courtesy which has caused our friends to speak of the road as 'The Friendly Way.' Each ticket agent is instructed to be on the watch for this advertising as it appears in the local papers and to familiarize himself with our talking points so that he will know just what he has to sell. He forms the first contact with the purchaser, and unless the agent himself is sold the chain is broken at the outset. In making this plan effective we have had fine co-operation from the advertising agency that handles the account. At the opening of the campaign the agency invited our men to its offices and outlined the activities

of which the ticket sellers were to be a part. This proved extremely helpful.

"With each ticket sold an agent places in the envelope a slip advising the patron that he is entitled to 100 per cent courtesy. This means that the men in the train service must be sold on the proposition, for if they fall down the contact is broken again. For this reason we give each conductor and trainman similar courtesy slips and tell them that these promises are what we have sold each passenger. This places the train crews on their mettle to see that the road delivers the goods.

"This spirit of courteous attention is perhaps more particularly noted by the passenger as he enters a Baltimore & Ohio dining car. A goodly portion of the advertising space has been devoted to telling all about the good things to eat that are served in the most careful way by our dining car employees. The stewards, waiters, and even the cooks, are just as proud as they can be of the service in their individual cars, and, of course, this kind of spirit welds the salesmanship chain so much stronger. Naturally, a man who has enjoyed one of those satisfying Baltimore & Ohio meals is going to call again, and, in the meantime, he is also going to pass the news along to his friends.

"In our Baltimore advertising we have been placing emphasis on the fact that the Baltimore & Ohio advertises the city—that the very name of the road is constantly bringing Baltimore before the American public. This opens another channel for following up the use of newspaper space. We have had some of these advertisements reprinted in the form of leaflets, and one of these is placed in the envelope with each ticket purchased by a person known to live in Baltimore. This gives our Baltimore patrons talking points that can be used in their travels to the advantage of the city.

"We also use our newspaper copy freely through our mailing lists. These lists are very complete and are classified in a way

that enables us to place the particular advertisement before the people to whom it will make the greatest appeal. The advertisements are reprinted for this purpose and sent out by mail, and this results in furnishing talking points to our friends and patrons—points which they use consciously or unconsciously in making other friends for the road.

"Right here in the Baltimore & Ohio building we used 5,000 copies of the advertisement which dealt with the function of the road in carrying the name and fame of the city throughout the country. These reprints went to our office employees in order that they might be sold on the subject and might pass the word along among their acquaintances.

#### WHAT OF RESULTS?

"This gives us a complete chain of salesmanship, and the results have been highly gratifying. Evidence of this is found in reviewing recent figures which show that our passenger business on all our trains has increased materially within the last few months—and this in spite of the inauguration of our new all-Pullman train between Baltimore and Chicago. This train, the Capitol Limited, has not only built up its own clientele, but has actually caused a growth in the volume of patronage on the trains which were already in service when the new one was established. If that doesn't prove that our advertising has been successful, the case is not to be proved."

In the Philadelphia advertising of the company one display was striking, because unique. Its novelty consisted of showing that the ticket salesman in a Philadelphia office had actually saved five passengers more than three dollars apiece by showing them how to purchase tickets from Philadelphia to Pittsburgh with a ten-day stop-over in Washington. Another instance was cited in which a Philadelphia business man was saved \$22 on a trip to San Francisco through the act of the agent in pointing out to him the most eco-

# First In Department Store Advertising in 1923



During the present year up to September 1st The Times-Picayune printed more department store advertising than any other New Orleans newspaper.

In total local display advertising it led one paper by 1,581,249 lines and the other by 567,546 lines.

In classified advertising it led the other New Orleans newspapers combined by 1,353,460 lines.

In national advertising it led the other New Orleans papers combined by 11,156 lines.

Food for reflection, Mr. Advertiser, when you consider that the other papers, like The Times-Picayune, print seven issues a week. Only dominance in results can account for such marked dominance in all major classifications of advertising.

**SELL NEW ORLEANS  
THROUGH**

## The Times-Picayune

**FIRST FOR THE SOUTH**

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by CONE, HUNTON & WOODMAN, INC., in Los Angeles and San Francisco by R. J. BIDWELL CO.

nomical of the 105 possible routes.

Another piece of copy showed the experience of a Philadelphia man who found it necessary to make an important business trip to six large cities, widely separated, and return to Philadelphia within a week. His itinerary covered Chicago, Akron, Cleveland, Youngstown, Pittsburgh and Baltimore. The agent showed him that all these cities were on the Baltimore & Ohio, and, as a part of salesmanship, made up for the patron a complete schedule for the journey, showing time of arrival and departure in each city. The salesman also arranged for the handling of the traveler's baggage, assisted in making hotel reservations, and provided a ticket for the entire trip.

In other advertisements it was pointed out that the Baltimore & Ohio reaches eight out of ten of the largest American cities. Emphasis was also placed on the safety and courteous treatment assured wives and daughters traveling alone. Another talking point was given in the statement that the members of an Eastern sales organization making their annual trip to their Western factory over the Baltimore & Ohio were given individual freedom of choice in the matter of routes for the return journey, and that all who could do so returned over the Baltimore & Ohio.

Incidental to the major display of the larger advertisements the copy carried a sub-heading, "Overhead on the Baltimore & Ohio," under which, from day to day, quotations from travelers were printed. These comments emphasized the feelings of passengers that they were guests instead of mere ticket holders.

In the Baltimore advertising one of the most notable advertisements emphasized seven important links between the railroad and the community, including its 12,000 employees living in Baltimore and its local payroll of \$20,000,000. Other points were its vast capital investment in elevators and terminal improvements and its 106,000 freight cars traveling over the railroads

of the United States, Canada and Mexico and carrying the name of the city as a constant advertisement.

### "Printers' Ink" Reports as Conference Material

GREENFIELD TAP AND DIE CORPORATION,  
GREENFIELD, MASS., Sept. 8, 1923.

Editor of PRINTERS' INK:

I have on file your report entitled "How Liberal Should a Manufacturer Be in Returned Goods Privileges?"

We have been anxious to take this whole matter up in a conference which has been delayed due to the unavoidable absence of members of our organization, and are writing for permission to keep this particular matter for a longer period.

We are making careful note that this is PRINTERS' INK property and assure you we will return it just as soon as we have had an opportunity to go over the matter.

GREENFIELD TAP AND DIE CORPORATION,  
GALEN SNOW,  
Advertising Manager.

### J. R. Roux with Whyte Commission Company

J. R. Roux, who for a number of years has been on the copy staff of the Gardner-Glen Buck Company, advertising agency of St. Louis, has joined the Whyte Commission Company, Pine Bluff, Ark., maker of "Horse Shoe" brand feeds. Mr. Roux will be manager of sales and promotion.

### H. P. Hubbard Joins Photo-Engraver

Harold P. Hubbard, recently advertising and sales manager of The United States Machinery Company, Springfield, Mass., has joined the sales staff of the James P. McKinnon Photo-Engraving Company, of that city. Mr. Hubbard was at one time advertising manager of the Springfield News.

### With Maumee Metal Parts Company

Guy M. Locking has joined the Maumee Metal Parts Company, Toledo, O. He was recently with the Allen Sign Company, also of Toledo, as sales manager. At one time Mr. Locking was advertising manager of the Milburn Electric division of the Milburn Wagon Company, Toledo.

### Nova Scotia Hotels Plan Joint Campaign

Hotel companies of the Province of Nova Scotia are collecting an advertising fund for the purpose of conducting a New England newspaper campaign on an Old Home Week to be held during the summer of 1924. It is expected that the fund will amount to about \$3,000.

## November Gains 61%!

The November issue of Hearst's International Magazine goes to press with 61% more paid advertising than the corresponding number in 1922.

Similar gains were made in August, in September, in October. As a matter of fact, the average advertising gain from August to November inclusive is 68% over the same issues a year ago.

Now watch December—watch every issue, in fact.

**Hearst's International Magazine**  
A LIBERAL EDUCATION

# Get Your Share from **NORTHERN**

*Maximum concentration—Tremendous buying power—Low distribution costs—Unusual coverage through ONE medium at ONE cost—the Cleveland Plain Dealer*



The territory within 100 miles of Cleveland is unique in merchandising advantages for the national advertiser. MORE families reside within this radius than are to be found in the entire State of California.

J. B. WOODWARD  
110 E. 42nd St.,  
New York

WOODWARD & KELLY  
Security Bldg., Chicago  
Fine Arts Bldg., Detroit

## The Plain Dealer

*The Plain Dealer*



# Plain Dealer Northern Ohio



andous  
costs—  
medium  
Dealer

More than ever before manufacturers will cultivate the rich Northern Ohio market this Fall. The increasing demand for more sales has awakened in sales managers a full realization of Northern Ohio's potential possibilities.

High pressure selling is unnecessary. This 3,000,000 market is industrially and agriculturally sound. It comprises the world's greatest iron ore market and lake port district. 69% of the farmers own their own homes. Many of the rural communities, as well as the 1700 towns, rely on the Plain Dealer as their buying guide.

thin 100  
is unique  
g advan-  
tional ad-  
families  
is radius  
and in the  
California.

Within this 100-mile radius of Cleveland are 19 jobbing centers—which honey-comb the territory—minimizing distribution costs. Advertising costs are likewise lowered through the constant use of the market's most powerful selling force—the Plain Dealer. ONE medium—ONE cost!

Over 1600 National Advertisers have relied on the Plain Dealer alone to produce their Northern Ohio sales since January, 1922.

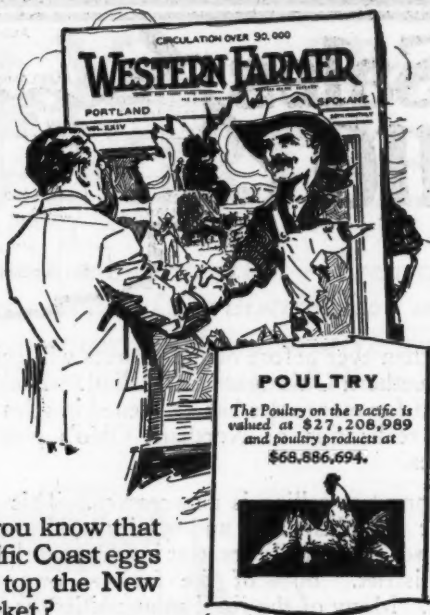
# Plain Dealer

Plain Dealer Will Sell It

R. J. BIDWELL CO.  
Times Building  
Los Angeles, Cal.  
742 Market Street  
San Francisco, Cal.



**The  
Paper  
Built  
on  
Service**



**D**ID you know that Pacific Coast eggs regularly top the New York market?

The Pacific Coast is an important farming section.

Covering this field there is one big, outstanding farm paper.

The **WESTERN FARMER** has almost twice the circulation of any other farm paper on the Pacific Coast.

For 24 years the **WESTERN FARMER** has been the outstanding farm journal of the Pacific Coast—it commands your first attention among the farm papers of the West Coast.

The **WESTERN FARMER'S** circulation September 15th issue was 97,164. (1922 same issue 89,421.)

# WESTERN FARMER

**LARGEST FARM PAPER OF THE PACIFIC COAST  
PORTLAND, OREGON**

**REPRESENTATIVES:**

**E. KATZ SPECIAL ADVERTISING AGENCY**  
Chicago :: New York :: Kansas City :: Atlanta

**EDWIN C. WILLIAMS, San Francisco**

**B. N. HUTCHINSON, Seattle**

# The Advantages and Disadvantages of the All-Enclosed Mortise for Type

A Remarkable Variety of Compositions Possible—And the Tendency to Direct Vision to Typography Is First, with Illustrations Second

By W. Livingston Larned

WHERE any fair amount of the total space is devoted to sound business argument in type we believe the message is undeniably the paramount issue. Type is the salesman talking. Pictures may create a desire, but they do not invariably close the deal. They are an accessory—a very valuable and indispensable accessory.

If the picture can be made to perform two distinct functions, the ideal arrangement and adjustment is reached.

As we see these two possible functions, they are:

First—To visualize a product or the use of a product or the service performed, the happiness, comfort, efficiency, resulting from its employment.

Second—And this is not always a recognized factor—making the illustrations lead the eye to and eager to digest the typed message.

Thus, by this compromise, the illustration is wholly unselfish. It performs its own special mission and goes a step further: It helps the cause of the copy man.

In any event, the two are inseparably wedded. One should belong to the other. They should never clash, never fight separate paths and battles. But it is unquestionably true of some compositions that the picture detracts from the copy and actually makes reading and concentration on text difficult.

This is less the fault of the actual illustration than of its placing in the total space. The composition of an advertisement, therefore, is of the greatest importance. It is an arbiter.

The study of a great many advertising layouts convinces us that

the all-enclosed type space is at least one happy solution of the present problem. And in order to make our point clear and to give visual demonstration of it, we will discuss one advertisement—the Plymouth Rope plan, reproduced with this article and one of a unified series used in farm journals.

It has been selected, not because there are not innumerable other excellent examples, but because it is almost diagrammatic in its perfect simplicity. It may well serve as a sort of pattern for the purposes of this technical discussion.

## THE PICTURE DOES NOT DOMINATE

Ordinarily, were this amount of space devoted to picture, the artist would dominate the space. If this same illustration had been placed across the entire top of the advertisement it would have been boldly dominant. Anything else must have been secondary.

But with the copy space neatly embedded in the heart of the picture, the latter serves as a frame, a set-off scheme. The mortise is thrown into relief. It is featured, despite its limited area. By placing a stippled tint on the woodwork, the mortise is further emphasized. There is a contrast.

Not even the black of the doorway is sufficiently aggressive to do any considerable damage. And the small figure at the left holds its place discreetly.

After all, the power to attract the eye is very largely a matter of contrast. Things are forced into the vision. This mortise becomes a bull's-eye. It is directly in the central zone of interest.

Competition, so far as the eye is concerned, is more evenly dis-

tributed in a layout of this general character.

If the question were put, point blank, we would doubtless admit that typography suffers from the confining influences of borders and illustrations. The less in the way of immediately adjacent ac-

It is, of course, absolutely binding that there shall be gutters of white space on all four sides. When type and surrounding material touch, vision rebels. And justly so.

But when the margins are rigidly enforced, the pictorial matter merely serves to force the text into the eye.

Those who employ photographic illustrations find that the mortise placed in the very midst of the picture simplifies construction and automatically provides a composition. As likely as not, no other artwork is necessary. The halftone is the best kind of frame. Lines or decorative effects are superfluous. They do not help a bit. On the next page is an example of this style of layout. Although great reduction is arbitrary, because of the limits of our page, the LaFayette design, used magazine size, is an unassailable instance of the illustration forming the frame for text—and doing it efficiently and artistically.

To begin with, of course, the photograph was an exceptionally pleasing subject, almost

a painting, in its own right. Observe how the mortise has been placed in exactly the right, the most pleasing location, for a perfect balance. It does not detract from the car. It fits into the composition, as a whole, with no sense of mutilation of the halftone.

And there are no borders—no anti-climaxes. Any heavy-handed introduction of decoration around the type frame would have been an instance of poor judgment. And see the gutter of white between halftone and text!

Advertisers will find that in many cases the photograph alone can be made the border.

Experiment! Take your photo-

**Your life depends on it**

WHETHER you handle hay, point the barn, make a rope or make a living for your youngsters—practically every time rope is used on a farm—the safety of your children, your stock or your life depends upon it. And the quality of the rope depends upon the longevity of the rope maker—his judgment in the selection and his knowledge of spinning and laying.

You can place implicit confidence in every foot of Plymouth Rope. Its quality has been the same for 75 years—the fact that rope made for the use intended. During this time the reputation of Plymouth has spread to every corner of the world, and from this knowledge our own knowledge of the quality and rope construction has been established. The reputation of a century has proved these standards right.

That is why farmers everywhere buy Plymouth Rope. Rope from the dealer in their community who displays the famous ship trademark, because they know it is "the rope you can trust."

PLYMOUTH ROPE COMPANY  
No. Plymouth Mass. Waltham, Mass.

Observe the location of the rope ladder. The rope ladder is not a quality rope.

Ask your Plymouth Rope dealer for the location. "Plymouth Rope" is the mark and the name. It is the only rope that can be trusted.

## PLYMOUTH *The Rope You Can Trust*

HERE THE PICTURE SERVES AS ILLUSTRATION AND FRAME FOR THE TEXT

cessories the better, but then this gets back to another vital consideration; namely, the variety of compositions which is absolutely necessary today. We simply must have many different kinds of layouts and compositions. Were all to abide by set rules, advertising would become monotonous.

The all-enclosed type arrangement is therefore desirable, when properly handled, because it is advertising in another mood, another physical form.

There can be little objection raised to typography which is fenced-in, on all sides, provided certain obvious reservations are kept in mind.

# The World



## First!

EVERY weekday morning THE WORLD has a circulation in Greater New York nearly 100,000 copies greater than that of its nearest competitor (the "Daily News" tabloid newspaper excepted).

On Sundays, THE WORLD'S New York circulation is greater by nearly 50,000 copies than that of the "Times," "Herald" and "Tribune" combined.

Thus, by choice of those who live and spend their money in New York, THE WORLD stands first.



MALLER BUILDING PULITZER BUILDING FORD BUILDING  
CHICAGO NEW YORK DETROIT  
MARKET AND THIRD STS. TITLE INSURANCE BLDG.  
SAN FRANCISCO, CALIF. LOS ANGELES, CALIF.  
SECURITIES BUILDING  
SEATTLE, WASH.

graphic print, mount it, and then, having decided just how much type space you require, cut a piece of paper in a pleasing shape and try it out over the photograph, here, there, the other place, until the best position is ascertained. Nothing need be arbitrary.

"Fancy shapes" are detrimental in layouts of this character.

They are detrimental because

It may be said, as something more than a generalization, that where type is all-enclosed, borders should be extremely simple and uninvolved.

Heavy ornamentation and decorative scrolls may absolutely defeat the purpose of the composition.

We have studied such advertisements over a period of six months, sorting them out and filing them in relation to their effectiveness, and we find that, almost without exception, the 100 per cent examples have either circles for frames or formations of rigid lines. They are unembellished and are minus all decoration.

The peculiar and bizarre shape is an anti-climax.

It has also been observed that type should be selected with unusual care. A face which has too much weight is not good. There should be much open space and liberal paragraphing. Avoid embellished initials and sub-titles. Confine the typographical set-up to one face in one size.

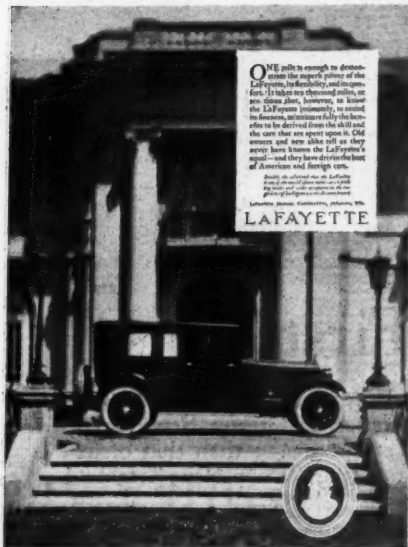
If the main headline can be placed elsewhere in the composition it is preferable to putting it in the mortise, particularly when this

mortise is limited to size.

The enclosure for typography is certainly at its best when no tint or texture has been placed over it, across the surface of which type is superimposed. "Plain white paper" is the accepted rule.

Occasionally one sees smaller illustrations set inside the enclosed mortise. They had best be eliminated if it is at all possible. Even when the mortise is generous as to size, the practice is not a good one.

It is a peculiar fact relative to such compositions that the type



A SECOND TYPE—THAT IN WHICH A PHOTOGRAPH IS UTILIZED—ARTISTIC AND EFFECTIVE

they generally add something which detracts from both the surrounding illustration and the text. "Keep it simple" should be a little law unto itself in layouts of this character. Now and again unusual shapes may be resorted to, but we would advise squared-off mortises, nine-times in ten.

If the character of the photograph makes it possible to allow a segment here or there to project into a mortise, no particular harm is done and the layout may even be improved by this touch of novelty.

Advertising agencies are like hotels. The best are none too good.

No, this statement is not to be followed by the proud boast that the undersigned is the best agency, neither do we wish an inference to be drawn that we are over-modest.

But advertising agencies are like hotels, in that equipment might be all that foresight could provide, every activity might be departmentalized, and then the question is—will the darn thing function? Everything depends on that, and that depends on the personnel.

These observations are due to the fact that we moved into new and spacious quarters a few days ago, and many visitors have said many pleasant things about the taste displayed in the decorations, the judgment displayed in the arrangements for the facilitation of work, and the increased comfort and convenience provided for each department.

But nobody said we were better advertising men because of all this.

So if some of our good friends tell you about our new establishment, do not bring us your account because of that.

There may be other reasons.

**CALKINS & HOLDEN**  
247 PARK AVENUE NEW YORK  
*Our Telephone number is now*  
**VANDERBILT 5840**



## EVERY SALES EXECUTIVE *wants these three problems solved*

1. Utmost selling value for the package
2. Safest and cheapest delivery of the goods
3. Active dealer co-operation

*Here are three factors in their solution:*

**FOLDING BOXES AS SALES-  
MEN:** Every product pre-  
sents a different problem  
in design: what is right for  
a candy may be wrong for  
a coffee; the drug store's  
requirements are not those  
of the grocery.



Robert Gair Company has devised a new method of working out the right package design—a method based on *scientific selection* rather than on mere haphazard individual opinion.

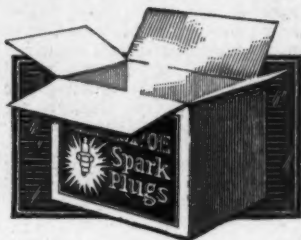
There are, of course, other factors in perfecting the right folding box: assurance of correct performance in automatic filling machinery; vivid, colorful, uniform reproduction; a size and shape that allow utmost economy in material and printing.

Robert Gair Company brings to bear on these questions an experience covering every type of packaged product—from inks to safety razors, from blankets to inner tubes.



**THE RIGHT SHIPPING CASE:**

"If one goes through a freight warehouse these days," says the author of an article recently quoted in the Literary Digest, "he is struck with the lack of wooden boxes, and the way in which fibre boxes and cartons have taken their place."



But the correct fibre case is far more than four walls with a top and bottom.

Its size and shape must be carefully calculated, to insure greatest strength and utmost economy. It must fit its contents *exactly*, preventing dangerous side-thrust. Special taping, extra waterproofing, flaps with the mobility of a real hinge—these, too, are vital.

All these factors can be gauged accurately in advance. And with the Gair "drum-tester" to duplicate in the laboratory exactly the treatment your cases will receive in transit, actual performance can also be determined.



**STORE AND COUNTER DISPLAYS:** "How can we get premier position for our product in the store?"

Every sales executive has asked that question. Gair Display Containers offer a strikingly successful way to answer it.

With the Tinsley Model, for example, your product is practically guaranteed space on the dealer's counter or in his window. Merely flipping open the lid of the container which holds the individual units transforms it into a striking display, tipped at an inviting angle.

Robert Gair Company produces *every essential* in modern package merchandising—Labels, Lithography, Folding boxes, Shipping cases. Send for a free copy of our latest booklet—"Testing the Merchandising Value of a Package."

## ROBERT GAIR COMPANY

350 MADISON AVENUE, NEW YORK

CHICAGO

PHILADELPHIA

BOSTON

BUFFALO



space is almost invariably more conspicuous, more important, more apt to demand attention, than any illustrative matter placed around it. And this is true, despite the fact that the picture element may be made up of masses of black and sharp contrasts.

The stronger the illustration, as a frame, the more important it makes the mortise.

The misplaced, all-enclosed mortise, is a thing of incorrigible harm to the composition of the advertisement. There is always a "one best position" for it, and this scientific adjustment should be experimented with before any definite decision is made.

The better plan, as has been suggested, is to cut a piece of white paper into the size desired for the mortise and move it about, checkerboard fashion, until the eye is wholly satisfied.

### Laundry Will Advertise Dependability of Employees

The Central Star Laundry, Buffalo, is planning a new campaign. This advertising will be based on the results of a recent survey which seemed to show that one of the important factors in selling laundry service to the housewife is the personal element. The copy being prepared for this campaign, therefore, will aim to convince the housewife that every driver of a Central Star truck is an expert laundryman and that girls and women who work in the laundry are as dependable and conscientious as those employed in the home. This campaign will be directed by J. Jay Fuller, Buffalo advertising agent.

### The Franklin Press Buys The Curtis Company

The business, assets and good-will of The Curtis Company, Detroit, have been purchased by The Franklin Press, of Detroit. The Franklin Offset Company, an associate organization of The Franklin Press, has taken over the operation of the Curtis rotogravure plant, and The Franklin Service, Inc., has absorbed the Curtis direct-by-mail and sales literature planning and creative department.

### Western Stationery Account for Ferry-Hanly

Plans for the autumn advertising of the Western Tablet & Stationery Company, St. Joseph, Mo., are being completed. This account has been placed with the Ferry-Hanly Advertising Company, Inc.

### Consumer Learns Value of Association's Trade Brand

The importance of keeping satisfied customers behind products sold under a trade name is recognized by the Southwest Georgia Watermelon Growers' Association, Adele, Ga., Sowega melons, as is shown in the following incident recently reported in "Agricultural Co-operation."

An Ohio customer complained to the association that he had received two melons bearing the Sowega label which were unsatisfactory. The significant part of the association's reply was: "By prepaid express we are shipping to you with our compliments, a thirty-five-pound Irish Grey melon which we trust will be of good quality."

In the same letter the association explained in detail the efforts being made to insure only high-grade melons being shipped under the Sowega brand. The letter said: "It was not, nor will it ever be, our purpose to load and offer for sale any melon known to be of poor quality. . . . We employ disinterested and experienced watermelon inspectors who stand in the door of the cars catching and handling practically every melon loaded, examining it for defects or damage and weighing with specially constructed scales at least ten per cent of the melons loaded. . . ."

### Robert M. Donaldson Dead

Robert M. Donaldson, vice-president of the American Cotton Fabric Corporation, New York, died at his country home at Haines Falls, N. Y., on September 15. Mr. Donaldson was seventy-five years old. With his three brothers he founded the printing and lithographing firm of Donaldson Brothers, later merged into the American Lithographic Company of which Mr. Donaldson was president for more than twenty years. During this time he was secretary-treasurer and director of *The American Magazine*, *The Woman's Home Companion*, and *Farm & Fireside*, all published by the Crowell Publishing Company. In 1917 Mr. Donaldson became associated with the Passaic Cotton Mills and its subsidiary companies, becoming vice-president upon the consolidation of these companies into the American Cotton Fabric Corporation.

### Cosmetic Account for Osten Agency

The Delicabrow Laboratories, Inc., Chicago manufacturers of Delicabrow Cosmetics, has placed its account with the Osten Advertising Corporation, also of Chicago.

### Maier Pipe Company Appoints Philadelphia Agency

The advertising account of the Maier Pipe Company, Charlestown, Md., has been placed with Theodore E. Ash, Philadelphia advertising agent.

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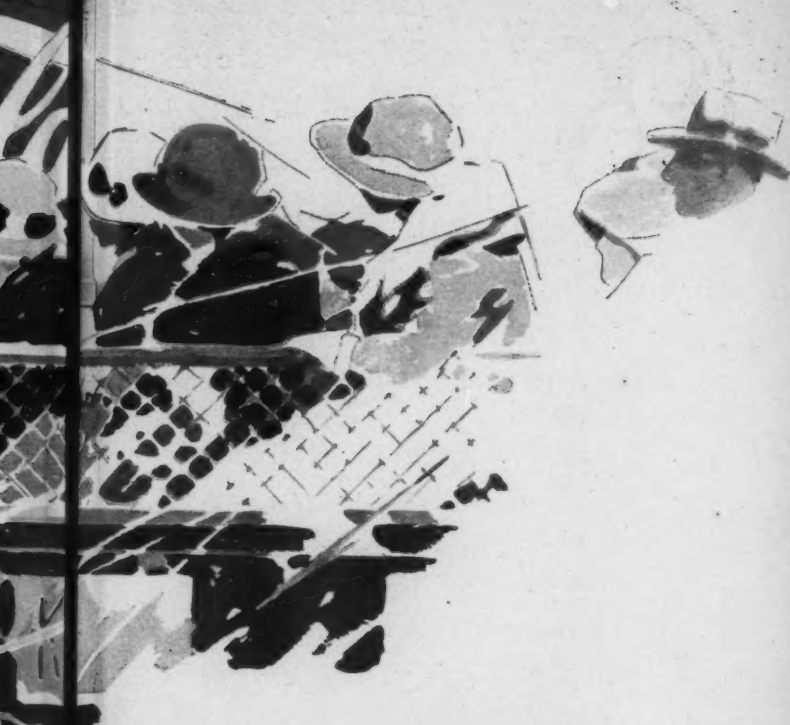
# *The Selected Hardware Paper*

Selected by  
the dealers  
who want  
**THE BEST  
HARDWARE  
JOURNAL**  
they can buy  
regardless  
of its cost.

## **Hardware Age**

239 W. 39th Street, New York





## Metropolitan High-Spots

are dominating, illuminated Painted Bulletins situated at strategic points where day and night circulation is tremendous. The modern development, popular and very successful is a "High-Spot Showing"—arranged to cover *all* great centres of circulation in a city. Write us for detailed information regarding special "High-Spot Showings" in Greater New York.

**The O J Gude Co. N.Y.**

**550 WEST 57TH STREET**

*Outdoor Advertising Everywhere*

CHICAGO	CLEVELAND	CINCINNATI	ST. LOUIS	PITTSBURGH	AKRON
RICHMOND	ATLANTA	WILMINGTON	MILWAUKEE	PHILADELPHIA	
		LONDON, ENGLAND			

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ECONOMIST "NINETY PER CENSUS"

**90%** of "our" stores (or about 32,000) carry gloves—somebody's gloves.

JUST as it is *your* business to supply them with merchandise of merit, it is *their* business to sell, and keep selling it.

Speaking of gloves, or of almost any other line of dry goods, *the retailer* predetermines the consumer's selections.

For example, ask "the lady of the house" where and why she bought her most recent pair of gloves.

Then ask us how we have helped certain glove firms in their drives to success.

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## THE ECONOMIST GROUP

239 W. 39th St., New York

DRY GOODS ECONOMIST  
ATLANTIC COAST MERCHANT—DRYGOODSMAN  
DRYGOODS REPORTER—PACIFIC COAST MERCHANT

*Over 45,000 paid-for copies regularly reach the executives and buyers in 35,000 stores in 10,646 towns—stores doing 75% of the total business done in dry goods and allied lines.*

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# A Drug Jobber Tells What He Expects from Manufacturers

They Must Have Faith in the Product, Which Means That They Will Demonstrate Its Salability and Not Cancel Their Advertising Contracts

By George M. Jackson

THERE are hundreds of manufacturers who do not understand the procedure of selling the drug jobber, although such selling is necessary to their merchandising success. Many articles of undoubted merit fail to sell because a few simple rules of selling are ignored.

During the last twenty years, the development of the drug business has brought about the necessity for manufacturers to adopt a simple, almost uniform plan, if they would introduce new goods economically and sell them profitably to the drug stores through the jobbers.

Practically all of the drug jobbers in the country will buy any line or item that is adapted to the trade, provided the manufacturer will demonstrate his faith in his merchandise; but the jobber insists that the demonstration be made according to his own definition of the term.

Recently, these facts were brought out and discussed in an interview with R. E. Lee Williamson, president of the Calvert Drug Company, of Baltimore. He mentioned the subject as one of great importance at the present time. And he is qualified to speak with authority because of his long experience in the trade. For eighteen years he operated his own retail drug store, was the manufacturer of several successful drug specialties, and has held his present position for nine years.

"Every business day in the year," he said, "salesmen call on us attempting to sell us goods that are new to us. Their number is astonishing, when you consider their difficulties. But it makes no difference whether their goods have been developed from retail selling, have been on the

market for years in some other territory, or have the most promising selling elements, we cannot handle them until the manufacturers have demonstrated and justified their complete faith in their products.

"Although our company is owned by its 225 stockholder-customers and our sales are practically confined to our stockholders, the business is operated like that of all drug jobbers. We are distinctly a service institution. On a comparatively small margin of profit, we deliver many thousands of items to our customers in small quantities, in order that they may enjoy the necessary benefits of frequent turnover.

## RETAILER LOOKS TO JOBBER FOR GUIDANCE

"It is now a well-established fact that the retail druggist, to make money, must handle only the goods that his customers demand, and he looks to his jobber to supply him with such goods. Nevertheless, every year a small army of salesmen marches in single file through our offices in a persistent attack on the established order of merchandising.

"Obviously, most of these salesmen are working on a selling plan that is based on obsolete ideas. Many of them are still thinking in terms of the retailer and jobber. Even when they recognize the preference of the consumer they attempt to use advertising merely for its influence in stocking distributors and retailers."

Then, at some length, Mr. Williamson discussed various shortsighted advertising policies that are placed before him. Salesmen sometimes show magazines containing advertisements of

their goods, and, although the campaign may be very small and limited to a few publications, and their sample advertisements months old, they do not hesitate to claim the influence of national publicity. Others agree to sample neighborhoods for dealers, and insist that their goods will sell on sight if dealers will stock them. And still others present extensive advertising campaigns which they promise to run in local mediums as soon as sufficient dealer and jobber distribution has been secured.

"The fault of most of the manufacturers whose representatives call on us," Mr. Williamson continued, "is that they plan no further than distribution. And distribution will not sell goods. The retailer will no longer push and sell and reorder goods that he has bought on some special deal—not if he is running his business on a substantial basis.

"Many of the new specialties submitted to us are undoubtedly meritorious and would sell profitably if merchandised properly. We would like to buy many of them, for new ideas are the life of business; but we cannot because we have not the time, the organization or the capital to make them known to the public. Our business is conducted on a basis of small profits to induce large volume and frequent turnover, and the successful retail druggist is operating on the same basis. Our existence is justified by our ability to supply goods that are in demand, and we cannot make money on exceptions which necessitate intensive selling no matter how large a profit they bear.

"An occasional jobber can be induced, by a long discount, to do introductory work; but his salesmen are not trained as specialists, and the distribution secured is usually spotted and unsatisfactory. The routine work of the jobber's salesman is just as important and as difficult as that of the specialty man; but it is entirely different. The work of introducing a specialty is best

done by men trained to sell the specialty.

"It seems to us that the manufacturers under discussion plan to sell a certain number of druggists, estimate the percentage who will repeat, and then attempt to induce jobbers to look after them. They evidently figure that if they can sell a few druggists in each of the cities of the country, and if each one sells only a dozen or so a year, they will have a profitable business in the aggregate. But the system has been unpopular with the retailer for a long time and thoroughly impractical for at least ten years.

#### MUST BASE SELLING PLAN ON CONSUMER DEMAND

"If the manufacturer has absolute faith in his proposition he will create his selling plan on a basis of consumer demand. At least, that is our conviction, and we will not stock his goods otherwise. He will also employ his own salesmen in breaking in new territory, and he will consider his distribution as only a means to an end, not an end in itself.

"As to advertising, he will conduct his campaign in one of three ways. We had an excellent illustration on the first not long ago in Baltimore. The manufacturer of 'Zonite' published an extensive local campaign, apparently before any distribution had been secured. We noticed full pages, halves and quarters in our newspapers; but the campaign had run about six weeks before a Zonite salesman called on us. By that time, of course, there was a brisk demand for the product.

"Another method is to advertise the goods in national mediums until the demand from localities gradually increases to a point that will make solicitation profitable for the manufacturer. Under this system, as soon as the demand is realized, jobbers will stock the goods, and the size of their orders will depend on the development of consumer demand as it is reflected by the orders from retailers.

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## There's a Reason—

The Washington (D. C.) Star—day after day, Evening and Sunday both—carries overwhelmingly more advertising of every class—local display, classified and foreign—than ALL THE OTHER PAPERS IN THE NATIONAL CAPITAL COMBINED.

It's because—that with the Star advertisers know they are COMPLETELY COVERING THE ENTIRE FIELD.

## The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office

Dan A. Carroll

110 East 42d Street

Paris Office

5 Rue Lamartine

Chicago Office

J. E. Lutz

Tower Building

facturer selects a territory that is densely populated and invests a sufficient amount of money to establish his goods in that territory. If he advertises nationally, he will presumably use a local campaign to help gain distribution.

"If he employs enough trained salesmen he can gain sufficient distribution to supply practically all of the demand created by his advertising. If the local campaign is convincing, if the goods appear to have the repeat element, and if retailers are assured that the advertising will run as promised, the problem of distribution will be readily solved.

"Sometimes this plan fails because salesmen attempt to sell the dealer quantities that are too large. The manufacturer plans to make his introductory work profitable by offering special deals in order to stock up the dealer. This meets with resistance because it indicates that the manufacturer has not sufficient faith in his product. If he has, he will rely on the demand and future sales to produce profits, and his salesmen will not load up the dealer.

"Another cause of failure is a lack of assurance that the advertising will run as promised. The manufacturer must remember that dealers in all of our cities have been disappointed many times regarding proposed advertising campaigns. Manufacturers have frequently gained distribution; then, after several advertisements have run, finding results below their expectations, they have canceled their contracts, leaving dealers and jobbers to hold the bag.

"For this reason, the manufacturer should furnish his salesmen with every possible proof of his good faith. Copies of non-cancelable contracts with the advertising mediums should be presented. Salesmen should also carry and show to every prospect letters from newspapers and others listing the advertisements with dates of publication, describing other forms of advertising, and guaranteeing that the campaign will run as scheduled.

"The manufacturer who would introduce new goods, or sell old goods in a new market, must realize that the time is past when he can profitably distribute his merchandise in appreciable quantities on its merits alone. His goods must be sold on a basis of their resale, and I'm sure that it is now impossible to sell new specialties through the drug trade generally without adequate and persistent advertising. Hence, if the manufacturer has absolute faith in his goods, he will prove by demonstration both their salability and the pulling power of his advertising. Then he will have not the slightest trouble in selling the drug jobber."

### Farm Paper Campaign a Creator of Good-Will for Pyrox

The national campaign which the Bowker Chemical Company, New York, is conducting in farm publications on Pyrox, has created much good-will, according to H. C. Darling, sales manager. He tells **PRINTERS' INK**:

"We are extensively advertising our trade-marked product, Pyrox, each year in the national farm papers. This material is a combined insecticide and fungicide, and we feel that the results of our advertising of this product have gained for us an inestimable amount of good-will."

Application for registration of the trade-mark "SOF" recently was made by the company for use on a water-softener product.

### Packard Motors Export Plans 1924 Campaign

The Packard Motors Export Corporation, New York, will use newspapers, magazines, business papers, direct mail, and outdoor advertising in its 1924 campaign. Dorland International, New York advertising agency, will direct this campaign.

### Western Electric Advertising Appointment

Herbert Metz has been appointed advertising manager of the supply department of the Western Electric Company, New York. Mr. Metz has been with the company for the last nine years, and since 1921, has been power and light sales manager.

### Direct Advertising Business at Yeadon, Pa.

C. Elwood Young has formed a direct-mail advertising business under his own name at Yeadon, Pa. Until recently he conducted an advertising service at the same place.

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Advertising Typography.  
If it were as simple as it  
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raphy would never have  
grown so famous doing it.



J. M. BUNDSCHO  
Advertising Typographer

58 EAST WASHINGTON  
CHICAGO

HERE TYPE CAN SERVE YOU

## FIVE exclusive features of the Dairymen's League News

1. Sixty thousand subscriptions from the members of the Dairy-men's League Co-operative Association, Inc., alone\*.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. *Thus the weekly circulation for the past 12 months has averaged way over 60,000 copies.*
3. Circulation is concentrated and specialized.
4. Farmer - owned, farmer - controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than either of the other two state farm papers.

*\*Reader interest among this group is guaranteed by the fact that the League transacts more than \$2000 annual business with the average member subscriber in selling for him his chief source of income—milk.*

# D

# Make friends with these business farmers

ALTHOUGH it might be presuming for us to attempt to select your friends for you, we can, in all good conscience, call your attention to some of the qualities you may expect to find in the farmers of New York State.

Located in the richest agricultural territory in the country, within easy reach of the world's greatest markets, these farmers have natural advantages hard to equal.

Their main claim to your attention, however, is the fact that they are business men as well as farmers. They have co-operative marketing associations to market their products on a modern business basis.

This insures them a steady

and advantageous return on the fruits of their toil and gives them a stability over a period of years that is not to be denied.

Sixty thousand of these progressive farmers read the *Dairymen's League News*, the main champion of co-operative marketing in New York State.

Each week the *News* devotes several columns of editorial and news matter to co-operative marketing news.

As an advertising medium for the products farmers buy, the *News* is worthy of your thoughtful consideration. As a direct means of communication with the farmers of New York State, it has no near rival.

## Dairymen's League News

NEW YORK: 120 West 42d Street  
CHICAGO: 1008 Otis Building

Phone—Bryant 6081  
Phone—Franklin 5959

# DAIRYMEN'S

League

# NEWS





## Clothing Advertisers Take off their Hats to The News ~

They know that The News reaches the men of Birmingham. That's proven, not by circulation figures alone, but by the results their advertising has produced.

The News has carried the bulk of men's clothing advertising in Birmingham for years. This leadership is greater now than ever before.

Take the clothing advertising lineage for the first eight months of 1923:

	News Lines	Age-Herald Lines	Post Lines
Louis Saks Clothing Co....	313,908	175,714	99,484
J. Black & Sons.....	161,504	32,494	36,668
Odum, Bowers & White..	134,234	546	...
Klothes Shoppe .....	40,964	...	...
M. Weil & Bro.....	40,012	7,728	...
Trivers Clothing Co.....	31,570	...	22,792
Strand Clothing Co.....	13,412	1,540	...
Antwine, McGuire & DeShazo	12,292	10,010	1,092
Askin & Marine.....	9,156	...	...
J. Friedman .....	7,434	2,464	1,260
Porter Clothing Co.....	1,134	101,206	...
	765,620	331,702	161,294

Birmingham is a good town to go into right now. Furnaces, steel mills and factories—739 of them—are going full blast. The weekly payroll runs over \$3,250,000. And you need only one paper to cover the district—The News.

## The Birmingham News

The South's Greatest Newspaper

NATIONAL REPRESENTATIVES

KELLY-SMITH Co.  
New York

J. C. HARRIS, JR.  
Atlanta

KELLY-SMITH Co.  
Chicago

## Bok Advertising Figures Harmful to Advertisers

ASSOCIATION OF NATIONAL ADVERTISERS, INC.

NEW YORK, September 17, 1923.

Editor of PRINTERS' INK:

In the course of the development of advertising practice, as often as we seem to be able to push forward our railhead, so to speak, to another objective just as often someone throws a monkey wrench into the machinery.

This time the anxiously philanthropic Mr. Edward W. Bok gets busy, and, to explain his reasons for founding awards for advertising competency—which, by the way, it will probably be difficult to hang upon any particular individual—prepares an article for the *Atlantic Monthly* in which he quotes figures of advertising expenditures; figures which, as I wrote in PRINTERS' INK of April 14, 1921, may have first appeared in a publication "which stated that its first cousin got the data from a maiden-aunt publication that lived in a jerk-water town where there was a sandwich man who once attended an advertising club."

Without considering, apparently, the possible inaccuracy of these figures, the late editor of *The Ladies' Home Journal* has, in using them, done a distinct disservice not only to advertising as an institution, but also, and particularly, to national manufacturers and advertisers.

If Mr. Bok had ever seen, as I have, the knowing, perky, inquisitive look of expectant discovery that comes over the faces of legislative committee members whenever advertising expenditures are mentioned, he would never again, unless he were of the same mind as the legislators, utter any such figures except in a whisper at midnight alone on the top of Pikes Peak.

In 1920, on behalf of our Association of National Advertisers, manufacturers who are constantly contending with rising costs of distribution, the association was for some months engaged in opposing bills in several State legislatures the effect of which would have been the taxation of expenditures for advertising. In the several State capitols we talked the economics of merchandising, with the result that either the bills were withdrawn or the taxation clause expunged.

This work took a tremendous amount of time and of nervous energy, and it cost money—money of manufacturers employing the services of the sellers of advertising space whose recklessness and irresponsibility had, in large measure, precipitated the introduction of the proposed legislation.

The attitude, invariably, of the legislators was: If all these people (i.e., both buyers and sellers of advertising) spend or receive so much money in connection with so comparatively an unnecessary a thing as advertising, why shouldn't they be willing to give some of it up for State or municipal revenues?

The blame of talking and publishing advertising expenditures rests upon, not men like Mr. Bok, but upon advertising men. Particularly with sellers of space, material or service the mention of these large sums of money goes to the head,

and they talk, not to say brag, as though there were some credit due them.

If most legislators, to say nothing of a predominating proportion of the public, were not, as stated by a well-known American publicist, "economic literates," the mere mention of large sums of money spent in advertising would not get them all excited. They are too prone ordinarily to concoct bills; but when they hear or see mention of the large sums of money that advertising men boast about, they become completely "locoed."

May I venture to suggest to all men in advertising connections what I prescribed for them to a Harvard professor who came in last week to tell me about Mr. Bok's gold medal and \$8,500; the best course they could possibly adopt in their own interests, in the interests of the firms that employ advertising solely as a sales method, and in the interests of the reduction of present costs of distribution, would be to go into the silences, to stop bragging about *how much* is spent, and to learn more fundamentally *how* and *why*.

The seller is continually saying to the buyer, "Our interest is mutual," and as continually proceeds to disprove his assertions by making it harder for the buyer to operate economically and effectively.

ASSOCIATION OF NATIONAL ADVERTISERS,  
JOHN SULLIVAN,  
Secretary-Treasurer.

## Barbasol Copy Aims to Overcome Fad Prejudice

The number of products that were at one time or another considered nothing more than fads only to make good is legion. The Barbasol Company of Indianapolis, which makes a shaving cream requiring no brush, is capitalizing this success of one-time "queer" products to head off the thought that Barbasol is a shaving fad. "They said that safety razors were a fad, too," the advertising points out in asking men to give Barbasol a trial. "Habits handed down from fathers to sons for centuries are not easily broken," the company grants. "Those men who would rather step on the self-starter of a motor car than turn the engine over by hand, who look forward to the day when they will travel as safely by airplane as they now do by rail, will shave with Barbasol, daily, once they give Barbasol a fair trial."

## "National Coal Mining News" Appointments

Herman Lowenstein has been appointed advertising manager of the *National Coal Mining News*, Charleston, W. Va. Mr. Lowenstein was formerly advertising manager of the National Coal Association.

Arthur F. Bird, London, England, has been appointed foreign representative of this publication.

The Lexington Motor Company, Connersville, Ind., has appointed the George M. Savage Advertising Agency, Detroit, to direct its advertising.

# You Can NOT With Only

**C**ONTRARY to the propaganda that Oklahoma City newspapers have been putting out, Oklahoma is NOT a one newspaper state.

To say that you can cover the Tulsa Trade Territory with a Western Oklahoma newspaper, published in Oklahoma City, is just as ridiculous as saying that you can cover St. Louis with a Kansas City newspaper.

There are approximately one million responsive, able-to-buy people in Tulsa's Trade Territory. And the one big medium circulating among these people is THE TULSA WORLD. Subscribers to Oklahoma City newspapers in this territory are few and far between.

# O Over Oklahoma n One Paper!

Tulsa's Trade Territory is the most densely populated, fastest growing and richest section of the state. According to the U. S. Census Report, this territory increased in population 45.5% from 1910 to 1920, while Tulsa's city population increased 296% over the same period.

You can reach this fertile field with ONE big newspaper—and ONLY one—The TULSA WORLD. The WORLD is the dominating influence of this great, progressive community, with Tulsa as the financial and trading center.

*Tulsa is the Metropolis of Oklahoma*

**TULSA  WORLD**

*Oklahoma's Greatest Newspaper*

## **Mr. Fulton Corrects Serious Misinterpretation of Statistics.**

A little statistic, taken raw, is a dangerous thing to business.

It may cause the wasting of selling expense on a mirage. Or, on the contrary, it may result in underestimating a real opportunity.

For example, the U. S. Department of Agriculture recently issued some very interesting figures on farm costs.

From these, however, even some of the most statistically minded commercial publications drew erroneous deductions—deductions very dangerous to business, if swallowed without careful examination.

This situation is the subject of a clear-cut bulletin just issued by Mr. A. W. Fulton, director of the *Farm and Home* Bureau of Commercial Research.

You may have it for the asking.

# **FARM<sup>AND</sup> HOME**

*The National Magazine of Rural Life*

**PHELPS PUBLISHING CO., Publishers**  
**SPRINGFIELD, MASS.**

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

# The Need of a Publishers' Code of Ethics

Will Stimulate Further Confidence in Subscriber and Advertiser

By H. M. Swetland

President, National Publishers Association, and  
President, United Publishers Corporation

TO my mind an organization or association that does not stand for ethical practices and openly declines them is likened to the individual devoid of character and principle, or else is afraid to announce them. It will properly be urged that we are all honest men, that our respective operations are based upon a just consideration of all issues, and that any rule of action beyond our own conception of an equitable procedure is unnecessary. Let me call attention to the general divergence of conception of publishing standards, wide disparity of publishing practice, and the great difference of individual standards on all questions of moral conduct.

Let me be understood that a statement of standards of practice does not involve the question of morality or integrity, or become binding on the membership for individual observance. Such a statement would outline what is considered as the best general practice, and serve as a guide in matters of difficult determination. When the Associated Advertising Clubs of the World adopted standards of practice they made their most progressive move toward permanent organization. It was not implied that the membership indulged in illegitimate transactions, but it did portend that the divergence of opinion on the broader lines of business conduct permitted practices detrimental to the cause of advertising.

The general effect of the wide publication of these standards not only established the organization as a useful factor, but it stimulated confidence in the integrity of

the membership by stating their desire to improve the general practice. It will be stated without question that no such divergence of practice exists among the membership of the National Publishers Association. That makes simple the task of setting forth the integral principles governing our conduct, and makes easy the ready observance, but it is no reason why these principles and practices should not be heralded to the remotest ends of industry.

The business of publishing periodicals is based upon the integrity of its action and the confidence of its constituency. No greater assistance to such confidence can be proposed than the plain statement of intentions. We should set forth our respect for the spirit and letter of contracts, our maintenance of high moral and ethical standards, our belief in the principles of arbitration, our desire to co-operate with all other forms of advertising for the common good, our rejection of advertising copy which offends truth, decency or propriety, our determination to refrain from disparaging the output or personnel of a competitor, and, above all, we should make clear that we will not accept advertising unless, in our judgment, such procedure will be a profitable investment for the advertiser.

## PROCEDURE IS QUITE GENERAL

It is not proposed here to submit a draft of proposed standards, but to indicate simply the nature of such resolution. If we adopt a code of general practice we shall be following the example of a large number of business organizations. The Chamber of Commerce of the United States reports numbers of such pro-

From an address before the annual meeting of the National Publishers Association at Briarcliff Manor, N. Y., on September 19.

cedure. In many organizations an observance of the code of ethics is essential to membership.

The Advertising Specialty Association has adopted standards of practice, concluding as follows:

"We pledge ourselves to hearty co-operation with all other responsible mediums, with every organization and every movement of whatever kind, looking to the real betterment of the advertising business."

The Associated Business Papers, Inc., states, as its second principle:

"To subscribe to and work for truth and honesty in all departments,"

and, fifth:

"To decline any advertisement which does not conform to business integrity."

The National School Supply Association, code of ethics:

"To so conduct every business transaction that school authorities will recognize and appreciate the superior service rendered schools by the members of this association."

At the recent convention of the Bar Association at Minneapolis, Chief Justice Taft, acting as chairman of a Committee on Judicial Ethics, presented a report proposing canons to govern the conduct of judges under thirty-three phases of their activities. Mr. Taft further recommended the adoption of a code of ethics for the legal profession. His recommendations were adopted.

If precedent were the basic argument for the adoption of a code of standard practice by the National Publishers Association, we might proceed with further enumeration. But the publisher poses as a leader on matters of progress, and as a mentor of economic and ethical practice. The argument of precedent must, therefore, give place to logic, and the responsibility of leadership must be accepted.

Aside from the benefits conferred upon humanity by the wisdom and precept of his editorial pages, the true place of the publisher in the economic order of progress is his position and re-

sponsibility as a common factor of merchandising. His financial support is based upon the value of this service. In fact, his very existence is measured by his understanding the service his magazine can render to industry in the economic distribution of products. His position as factor merchant must dictate his selection of circulation which constitutes his selling power. The fact that this service is intangible and its value cannot be readily determined, always has, and probably always will, hold open the door to illegitimate practice and unscrupulous propositions posing under the be-riddled banner of advertising. What criticism have we to offer if the advertiser is sometimes confounded by the conflicting claims of truth and falsehood? We have done very little to give him information and obtain his confidence. Beyond the glaring statements of our own promotion literature, which, by way, may or may not compare favorably with that of the faker, we do nothing to establish the sincerity of our efforts or the general quality of our service, and we suffer from the same disadvantage as we do from the golfer who gets your score before announcing his own.

Why not let the advertising world know that membership in the National Publishers Association stands for a belief in a high code of ethics and integrity in business practice? We submit for the careful consideration of the incoming administration the adoption of a code of standards of practice. Such procedure will stimulate further confidence in both subscriber and advertiser, will assist in the elimination of illegitimate and illogical schemes for robbing the advertiser, and, last but not least, it will become a vital stimulant to a closer adherence to our own well-established principle of operation, and eventually it will prove a guarantee that membership in this organization means more than the payment of dues for the promotion of our interests individually and collectively.



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## CINCINNATI

**NEW BUILDINGS**

**NEW HOTELS**

**NEW BANKS**

**NEW CLUBS**

**NEW APARTMENTS**

**NEW HOMES**

**They all spell prosperity in  
this wonderful Cincinnati  
Market.**

**Cincinnati is one of the  
richest cities in the middle  
west.**

**—and she wants to trade  
with you.**

**L. A. KLEIN**  
50 E. 42nd St.  
New York

**R. J. BIDWELL CO.**  
742 Market St.  
San Francisco

**L. A. KLEIN**  
76 W. Monroe St.  
Chicago



*The* **CINCINNATI ENQUIRER**

*One of the World's Greatest Newspapers*

**Covers Cincinnati Every Day—Covers in the Way That PAYS**



# Bks Your Advertising



**T**HIS agency was founded on the principle that Copy is the biggest thing in advertising. Practically every advertisement we have ever produced has been keyed. For twelve years we have stood or fallen on the traceable *results* of our copy. We have checked the keyed returns from millions of dollars' worth of advertising, our own and others, and watched the relative pulling power of nearly every known appeal. Each new piece of R. & R. copy is built upon this organized experience. And how well we succeed in producing consistently profitable copy may be judged from the fact that, with all our clients free to leave us on five minutes' notice, we place more keyed advertising than any other agency in the world.

**Ruthrauff & Ryan inc. Advertising**  
 New York: 404 Fourth Avenue at 28th St.  
 Chicago: 225 North Michigan Ave.

# BOSTON

## the divided market



IN the selection of Boston newspapers the national advertiser is confronted by the phenomenon of a population divided into two great groups. To cover this divided market completely the advertiser must select his papers, not according to volume of circulation, but rather according to their appeal to one or the other of these groups.

Every manufacturer who sells his product in Canada is familiar with this problem in a slightly different form. An excellent example is the city of Montreal. Its population is part French, part English. To cover the Montreal market the advertiser must reach both groups of readers. He must employ a French newspaper to reach the French group, and an English paper to reach his English-speaking customers. Any other plan means the neglect of one group or the other and the loss of its patronage.

In Boston the national advertiser is confronted by a situation almost identical with the one just described. It is not a division of race or class or language, but rather of sentiment, environment, sympathies and associations. And the factors that have caused this division are heredity and tradition.

For more than two centuries these silent factors have been at work. Their influence affects every class of Boston citizenry. So surely have they divided its population into two great groups, so clearly have they marked the preference of both, that every newspaper published in Boston must find its circulation among one group or the other—never among both.

In Boston you may reach one group of readers through one of several Boston papers. Each of them is published to attract and satisfy the people who compose this group. Each of them accomplishes its purpose with reasonable success. But there is only one paper that will present your advertising to the most responsive group of Boston people. It is the Herald-Traveler.

In the booklet entitled "The Road to Boston" is given a complete analysis of the conditions affecting successful advertising in Boston. A copy of this booklet will be mailed immediately upon receipt of a request on business stationery.



## BOSTON HERALD-TRAVELER

## Advertising Presents the Small-Loans Case in Indiana

How Educational and Human-Interest Copy Are Being Used to Build Good-Will for the Indiana Industrial Lenders Association, an Organization of 122 Loan Companies

**T**HE Indiana Industrial Lenders Association, an organization comprising 122 loan companies of the State of Indiana, in the newspapers of cities in which members are located is conducting a purely educational advertising campaign.

For seven years the organization has been in existence but the idea of using paid space to establish good-will did not gather momentum until the recent convention of the association at Indianapolis. The need of advertising was then so apparent that adoption of the new step was recorded without a single dissenting vote.

The need of informing the public of present-day conditions dictated the first type of copy which appeared in more than one-fourth page space in the Indianapolis newspapers.

"Throwing Light—On a Business You Should Understand!" read the caption, against the rising-sun background. The text declared:

You are entitled to know all the facts about any business so vitally important in modern life as ours.

Fifteen years ago the type of man that dominated this money-lending field was the grasping and unscrupulous "loan shark."

That type is dead. The "loan shark" has passed.

It is not fair to you or to us to permit the honest business of lending money, to

labor under the shadow of another's misdeeds.

The loan business of today is conducted by BUSINESS men, who realize that the life of any business is assured only as the business answers fairly the needs of the public.

The State of Indiana has passed laws that specify a maximum rate of interest to be charged in lending money. Industrial lenders are responsible legally to the State Banking Department, and morally to the public at large, and are recognized by great men and great institutions in both business and public life as faithful and friendly servants to the man of moderate means.

In this series of messages we hope to shed light on the true methods of operation followed by legalized loan companies.



**In the office of  
every Industrial Lender**

**Y**OU'LL find this card which tells you that the Loan Company with which you are dealing is a member of an organization that is pledged to do business with you in a friendly, straightforward, and helpful spirit. Look for this identification mark. It assures you of courtesy, and pleasant business relations when you borrow money.

For further information address the Secretary at Indianapolis

**Indiana Industrial  
Lenders Association**  
Under Supervision of the State Banking Department

An organization comprising 122 Loan Companies in the State of Indiana authorized to loan money on personal property, in sums up to \$300, at a rate determined by the state not to exceed 24% a month.

**AFTER OTHER NEWSPAPER COPY HAD EXPLAINED THE  
BUSINESS PRINCIPLES OF MEMBERS, COPY SUCH AS THIS  
SHOWED HOW TO IDENTIFY MEMBERS**

This statement of its platform is echoed in some degree in all later copy. A pledge of service to the people also was early advertised, guaranteeing observance of Indiana statutes and protection of deserving people against payment of interest higher than that provided by law.

Succeeding insertions of smaller

size, appearing Wednesday and Saturday in Indianapolis papers and in other cities at the direction of the local associations, were, in the main, human-interest stories of honest workingmen who, aided by timely loans had been able to grasp opportunities or meet stringent financial necessities.

How Bob Brandon with eight children and an inadequate salary was enabled to buy a truck garden, and how a new home for Bill and Mary was made possible by advancement of the first payment are typical instances cited.

"Who borrows money from an Industrial Lender?" as one advertisement asked was answered by men and women from all walks of life. The copy disregards the stigma of dealing with the loan shark. It assumes that it is entirely honorable to deal with an institution of character. The Industrial Lender is referred to as "nothing more or less than a banker who makes small loans as a business proposition," and as "a necessary cog in modern business."

The card of membership in the association also lent itself to copy, and the public was directed to those loan companies which displayed it.

At another time a testimonial was made to the honesty of the public. "Very often," stated the copy, speaking of the workingman, "his security might be considered insufficient." It was then related how the loan company took character into consideration and often placed an implicit trust in the borrower which was seldom violated. In all copy, lenience and co-operation are inferred, together with a desire for pleasant and congenial relations with the borrower.

In various states, small-loans institutions have aided in the passage of legislation for the deterrence of unscrupulous lenders. Many of these institutions have taken the next progressive step, establishing good-will by advertising, and they are finding it of remarkable assistance in shoveling into the grave the old-time loan shark, the popular prejudice against their profession.

## Wool Growers Discuss New Marketing Methods

Wool growers from the range States and the fleece-wool States together with representatives of Western bankers recently met at Chicago to discuss plans for uniting in a national co-operative wool pool for orderly selling and price stabilization. Walton Peteet, director of co-operative marketing for the American Farm Bureau Federation, told the gathering of the success of the Ohio wool pool which he said had netted Ohio wool growers an advance of at least five cents a pound over the old dumping method.

The meeting adjourned without any definite action, sentiment being that big wool growers in the West are not yet ready to pool their clips. When the meeting broke up plans were being made informally for the organization of joint-stock associations through which capital would be raised to finance the marketing of their wool. M. L. Corey of the Federal Farm Loan Board declared that ample intermediate credit to finance the wool crop would be available as soon as the growers had organized themselves into "honest-to-goodness" co-operatives.

## "Paper" Has New Owners

*Paper*, a technical journal of the pulp and papermaking industry published by Paper, Inc., New York, has been purchased by the Hughes Publishing Company, Inc., a New York corporation formed for that purpose by George C. Hughes, president and others of the Press Publishing Company, East Stroudsburg, Pa.

Mr. Hughes, president of the new company, is publisher of the East Stroudsburg *Press and Jeffersonian*. Burton Millar will continue as editor and business manager of *Paper*. William Karpen, formerly with the *Paper Trade Journal*, New York, has been appointed advertising manager.

## Utah College Has Courses in Advertising and Selling

A number of courses in selling and advertising are included in the curriculum for the new year of the School of Commerce and Business Administration of the Utah Agricultural College, of Logan, Utah. In addition several courses in the marketing of agricultural products are offered. The instruction is being directed by Professor D. E. Robinson, of the department of marketing.

## Joins R. W. Beach & Company

W. Hartwell Johnston has joined the staff of R. W. Beach & Company, direct advertising, Chicago. Mr. Johnston was formerly Australian managing director for Wm. Wrigley, Jr., & Company, Chicago.

## *Advertising Ideas from a Machine*

It may seem impossible—yet advertising men are getting them every day from the Cleveland Folding Machine.

Ask your printer for sample Cleveland folds, some of those distinctive ones that never fail to attract attention—that you can always depend upon to get a prospect's mind working in the right direction.

One good idea in a fold is a high pressure salesman. It makes itself felt and gets your sales talk over where the ordinary fold fails entirely.

Vacation time is over. You are already, or will soon be, planning folders and circulars for the Fall business, or for the 1924 campaigns.

Investigate what the Cleveland can do to help you—to make your work easier—to make it more productive—to make it different from the other fellow's—and at no additional cost to you.

Bring your printer into conference—with his sample Cleveland folds. If he does not own a Cleveland Folding Machine, tell us and we will tell him where he can have your work folded locally.

The Cleveland will fold anything that any other folder can fold.

***THE CLEVELAND FOLDING MACHINE CO.***

1929-1941 East 61st Street

CLEVELAND

OHIO



## *You all Know Hoover?*

*In a message to U.S. Manufacturers he said:*

“Canada should show excellent returns for 1923 as it is probably the most prosperous country in the world. Her exchange handicap has disappeared, and we have even found it necessary to send more than eighteen million dollars in gold across the border, when her funds were at a premium. The speed of Canada's recovery can be judged when it is remembered that on July 31st, 1920 the exchange stood at 89.28.”

**THE DAILY  
NEWSPAPERS**

# What is Your U.S. Appropriation?

*Take 10% of it and devote it to the cultivation of the rich, profitable and responsive market which Canada offers.*

You can blanket Canada by using the daily newspapers—or you can make a selection of those “zones” which investigation proves to be most profitable.

*Your agency will perform this service.*

## USE THESE PAPERS IN CANADA

### The Maritime Market

Population	Newspaper
Halifax ..... 75,000	Herald & Mail
Halifax ..... 75,000	Chronicle & Echo

### Quebec Market

Population	Newspaper
Quebec ..... 117,500	L'Evenement (French)
Quebec ..... 117,500	Le Soleil (French)
Quebec ..... 117,500	Chronicle
Three Rivers.. 25,000	Le Nouvelliste (French)
Montreal .... 339,000	Gazette
Montreal .... 339,000	La Patrie (French)
Montreal .... 339,000	La Presse (French)

### Pacific Market

Population	Newspaper
Victoria ..... 60,000	Colonist

### Ontario Market

Population	Newspaper
Toronto ..... 322,326	Globe
Kitchener .... 25,000	Record
Peterboro .... 25,000	Examiner
Kingston ..... 25,000	Whig
London ..... 70,000	Advertiser
London ..... 70,000	Free Press
Brantford .... 35,000	Expositor

### Prairie Market

Population	Newspaper
Winnipeg .... 230,000	Free Press
Winnipeg .... 230,000	Tribune
Calgary ..... 75,000	Herald
Edmonton .... 70,000	Journal
Moose Jaw .... 20,000	Times
Saskatoon .... 31,364	Phoenix & Star
Regina ..... 35,000	Leader & Post

# OF CANADA

# Let the "mechanics of reading" work for you in CHILD LIFE



**I**N large measure the fate of an advertisement depends on the state of mind of the reader. If the reader is not in a receptive attitude, the most cleverly worded appeal can have little effect. But success is assured when the very nature of the publication fosters the correct attitude.

Here is a *partial explanation* of the success of advertisements in *Child Life*. When the mother is reading to the youngsters at her knee, out of the wealth of rhyme and story in *Child Life*, she is naturally in a receptive attitude towards any sales appeal that tells her how to make their lives healthier, happier, more secure. You could not talk to her more opportunely!

The *rest of the explanation* for *Child Life's* advertising success lies in its quality circulation of more than 100,000, in its unique editorial policy which testifies to the many years' experience of RAND McNALLY & COMPANY in publishing beautiful books for children, and in the uniform high character of its advertisers.

In *Child Life* the "mechanics of reading" are all in your favor!

Write for rates and a sample copy of *Child Life*.

**RAND McNALLY & COMPANY**  
*Publishers*

536 S. CLARK STREET, CHICAGO



Mothers who *select* read  
"CHILD LIFE" to their Children



# The Standard Oil's Advertising Recognition of the Fuel Market

With Most Obstacles to the Substitution of Oil as a Fuel Removed It Has Started Advertising to This New Market

By Northrop Clarey

Assistant to the President of the Standard Oil Company

THE after-dinner cogitations of Amos Bradbury, as he sat in his library pondering the coal situation, and the interesting article by Roy Dickinson in *PRINTERS' INK* of September 13, have done much to clear a generally misunderstood situation in respect to advertising in the oil heating field. I believe that progress in the direction of supplanting anthracite with fuel oil or furnace oil is being made as rapidly as is consistent with the birth of a new industry.

It is a stupendous task to change the heating habits of the most populous section of the United States in the space of a few years. When we had relatively cheap anthracite and costly fuel oil such experimentation as took place looking to the displacement of one by the other was largely academic. Then came the large increase in the supply of heavy fuel oil with the development of Mexican fields and almost immediate recognition of the manifold advantages of oil over coal in what might be called the luxury class of marine users.

It needed no argument to persuade the navies of the world to displace coal by oil, first on the destroyers and then on the battleships. Similarly, with the rapid rise in the cost of hard coal, it was comparatively easy to prove the superiority of this same liquid fuel for use in large buildings, such as hospitals, hotels and apartments. In such installations, there is available the steam and engineering services requisite to the successful employment of heavy fuel oil.

When we come to the question of displacing anthracite with oil in the cellar of the average householder, who uses from eight to thirty tons of coal, new difficulties

arise. The first is the cost of installation set off against the possible savings over a period of years. When a man's seasonable coal bill even at present prices does not exceed \$150 to \$200, it is questionable if he can be shown a



It answers the question that is on the tip of your tongue, "Can I burn oil instead of coal in my furnace this winter?"

Just off the press, it is the very thing you want first—to start you off on the right track on your survey of oil heating devices, fuel supply and cost. We have a copy ready for you if you write today. We shall be glad to mail it without putting you under any obligation.

STANDARD OIL COMPANY (New Jersey)

## "STANDARD" FURNACE OILS for Comfort and Economy

NEWSPAPER COPY WRITTEN TO CREATE  
INTEREST IN OIL FOR FUEL

dollar-and-cents economy in tying up from \$300 to \$1,200 in oil-burning equipment and the necessary outside storage. Then there is the problem of developing distribution of the new product, for, of course, up to this time no oil company has adequate facilities for transporting, storing and distributing furnace oils over all of its fields. This objection will be removed as rapidly as demand justifies increased storage facilities.

The real obstacle to more rapid

substitution of oil for coal has been, however, the failures in early oil-burning equipment. It is too much to expect to get a perfected device except as a result of early mistakes. There are several such devices which have now become well established and which may be installed with reasonable assurance of their successful operation. The safe plan for the laymen in changing from coal to oil is to get the names of half a dozen users from the equipment manufacturers and profit by others experiences.

We are now doing some advertising on oil for residence heating, featuring an unpretentious booklet entitled, "Can I Burn Oil in My Furnace." It contains information on the development of oil as a household fuel, comparative costs of oil and coal, the advantages of the former, news about domestic oil-burning devices and other material designed to be of help to people who are interested in the possibilities of changing to oil as fuel for their furnaces.

### Features Trade-Marked Initials on Cartons

The Atwater Kent Manufacturing Company, Philadelphia, automotive equipment, radio sets and parts, etc., recently made application for trade-mark registration of the initials "A K" enclosed in a circle.

"We have been using the trade-mark on our starting, lighting and ignition units," H. R. Carlisle, advertising manager, informs **PRINTERS' INK**, "and have adopted it on our complete radio sets and their finished parts. While we will not feature this trade-mark particularly in our advertising campaign, we will use it to a great extent on our radio cartons and other cartons and in some of our advertising matter."

### James Hoffman Dead

James Hoffman, production manager at the New York office of the Wm. H. Rankin Company, Inc., died at Far Rockaway, on September 12, at the age of twenty-five. Mr. Hoffman had been with the Rankin agency for more than ten years.

### Lloyd George Will Speak at Audit Bureau Dinner

David Lloyd George will make an address at the annual dinner of the Audit Bureau of Circulations at Chicago on October 17.

### Insurance Advertising Trophy Offered

Advertising departments of the various fire, life and casualty insurance companies, members of the Insurance Advertising Conference, a departmental of the Associated Advertising Clubs of the World, will compete for a trophy presented by the Phoenix Mutual Life Insurance Company. John M. Holcombe, president of that company, made the presentation at a recent meeting of the conference at Hartford, Conn. The award will be made to the advertising department which, during the year, has done most for the advertising of insurance and for the conference. When any one company shall have won this distinction for three years, the cup will become the property of that company.

The next regular meeting of the conference will be held at St. Louis on October 22 and 23. An exhibit of the advertising produced by the member insurance companies is planned as one of the features at that time.

### Congoleum Making Drive on New Designs

The Congoleum Company, Philadelphia, "Gold Seal" Congoleum rugs and floor covering, is making a special advertising drive during September, October and November. Twenty-one national, farm and women's publications are being used to announce five new designs to the public.

This drive, dealers are being informed in business-paper advertising, will stimulate fall business and the regular schedule of full pages in color in many national publications will continue after the drive. Selling helps, offered dealers for the asking, include a display card and movie slide in color, Gold-Seal hanger, and newspaper electrotypes.

### Forms Publishers' Representative Business at Chicago

Franklin E. Wales, formerly with the G. Logan Payne Company, publishers' representative, and the Wm. H. Rankin Co. at Chicago, has opened his own business as a publishers' representative in Chicago. He is representing the *Westliche Post*, St. Louis; the *Midwest Coal Retailer*, St. Louis; *Watertown, Wis., Times*; *Beaver Dam, Wis., Citizen*; *Ninth District Banker*, Minneapolis, and *Radio Record*, Minneapolis.

### Frank S. Hoy with Hill & King

Frank S. Hoy has been appointed sales manager of the New England territory for Hill & King, manufacturers' distributing agents, and the Publishers' Co-operative Circulation Company, both of Chicago. Mr. Hoy will make his headquarters at Boston. He was formerly advertising and circulation manager of the *Lewiston, Me., Sun*.



# "Pay Dirt"

**L**ET us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you dig.



**McJunkin Advertising  
Company**

Five South Wabash Avenue, CHICAGO

# Advertising That Puts Workers on the Honor Roll

Advertisers in Industrial and Other Publications Find That It Pays to Exploit Skill and Loyalty of Their Employees

By A. L. Townsend

LABOR has every right to look with favor and with complete approbation upon one of the modern trends in advertising, particularly campaigns which are scheduled for industrial publications. This trend is in the direction of exploiting the worker; making him the hero of the series.

But how can it avail an advertiser to devote so much space to men, when the product is the thing?

That voices the query of a past generation of advertisers. It was characteristic of shortsightedness. It must be perfectly clear at this writing that the consumer is interested not alone in the finished product but in its actual manufacture—the genius and the care which have gone into it.

For the product cannot be better than the hands which bring it into existence.

An advertiser who has been trying out this new spirit in copy has made some important discoveries, as follows:

The consumer is far more ready to believe the story of a product's quality, when he becomes better acquainted with the workers who manufacture it.

A campaign of this character, conscientiously employed, goes far in the direction of keeping employees happy and contented. They take increased pride in what they do. As one steel puddler admitted, after his portrait in colors had been used as the cover of the company's internal house-organ: "I guess I'm not such a dub after all. Makes me want to do better than I ever did in the past."

The public, of recent years, has expressed a keen desire to know more about how products are made and who makes them. In-

troduction of workers is satisfying a modern demand for educational advertising.

Advertising profits by the introduction of new types, new characterizations. There have been too many stereotyped lay-figures.

The best advertising in this classification presents real people. The idea is weakened by any attempt to idealize a class, or devise a symbol for an entire body of workers. Realism, not idealism is wanted.

## DOES NOT "SPOIL" THE INDIVIDUAL

It is not true that lifting a worker out of the grime and toil of the factory, and making him a hero for a month, "spoils" him, or disturbs the tranquillity of the labor situation. It is true, and has been so demonstrated, that if a worker feels his efforts are rather futile and mechanically uninteresting, the quality suffers. He goes at his task half-heartedly. Give him the impression he is an important industrial unit and pride is stimulated.

A very strikingly original campaign has been started in industrial publications by the Russell, Burdsall & Ward company, specializing in bolts for industrial and manufacturing purposes, which admirably illustrates the theme of this article. From an advertising point of view the campaign argues that Empire Bolts are made by men whose apprenticeship reaches far back into former generations. The quality of the hour is made possible by workers brought up in the plant to do this one thing well.

There is an honor roll, bearing eighty-two names. The workers on this roll have been with the company more than thirty years.

(Continued on page 117)



## *Stopping Head-Line Hopping*

**T**HE last thing that goes into Advertising, the Set-Up, is the first thing that the reader sees—if he sees it, for Head-Line Hopping is the great American sport. We were first to grasp the transcendent importance of capturing the eye; first to mix the mechanics of Typography with the academics of Fine Art and the dynamics of modern business; first to establish a service of almost rhythmic regularity that, next morning, puts the proofs on your desk before you put your feet under it

Frederic Nelson Phillips, President

**PHILLIPS & WIENES**

INCORPORATED

*Typographers Who Prove It With Proofs*

314 EAST TWENTY-THIRD STREET

NEW YORK





## The Small Town Market for

The big field for automotive sales today lies in towns having a population of 10,000 or less. Statistics show that 60% of the registered cars are found there and the importance of this field is steadily increasing.

The 1923 volume of sales in these towns is estimated at over \$3,500,000,000—a business too great to be lightly considered. These sales will be made by over 60% of the total number of dealers in the country. Thus trade units closely parallel sales.

To the automotive manufacturer seeking national distribution and a big volume of sales, cultivation of this small town market is very necessary. The problem as to how this can be done most effectively and economically is solved by the use of Chilton publications.

Two are particularly adapted for reaching this market—the AUTOMOBILE TRADE JOURNAL and the CHILTON AUTOMOBILE DIRECTORY. The former has 32,910 dealer subscribers out of a total of nearly 40,000 paid circulation. Approximately half of them live in the small town field—the place where most retail sales are made. The importance of this can

**Chilton Company**

**Chestnut and 5**

## Market for Automotive Products

better be appreciated when you consider these facts:

The **AUTOMOBILE TRADE JOURNAL** has considerably over twice the paid dealer circulation of any other automobile publication, also a much larger percentage in small towns.

Supplement this with the use of the **CHILTON AUTOMOBILE DIRECTORY** and you obtain thorough coverage of the trade buyers in this important field at a very moderate cost.

The **DIRECTORY** with its 80,000 guaranteed annual circulation reaches practically all the quantity buyers in small towns as well as large. Its long life and frequent use assure your message being kept before the dealers.

Dealers in the small towns are solicited less than those in cities, depend more on their trade publications for information and are more responsive to advertising.

It will pay you to investigate the facilities offered by these publications for reaching the small town market.

and 56th Sts. Philadelphia, Pa.



## KEYTAINER SALES INCREASED

through use of

## BROOKS Display Containers

Patented

Better business is being done by concerns whose products are featured in Brooks Display Containers. This is proved by Buxton, Inc.

Order after order comes in from them, and now for still another and newer container design.

Easiest handled and most economical to pack due to extreme simplicity.

Sells both consumers and clerks. Sets solid on counter—gives maximum display space for attractive color work. Send sample or description of your product.

Ideas, dummies and estimates gladly furnished free of any obligation.

**BROOKS BANK NOTE COMPANY**

Springfield, Mass.

New York

Philadelphia

Boston



**Lithographed Folding Boxes—Labels—Window  
Display Advertising—Commercial Stationery**

The advertising takes up one of these honor roll workers at a time, and makes him the star performer of that display. His photograph is taken—a bust picture—and these are made over into extraordinarily interesting crayon studies.

Sufficient room is given these portraits to set them off to excellent advantage, and special commendation is due the character

he is an expert workman in his line.

This series gradually rolls up an impressive roster of talent and respect for the men back of production.

It may not have appealed to you in just this light, but for several years the extensive advertising schedule of Coca-Cola has glorified the man behind the counter who serves the product.

The so-called "soda-jerker," up to this time, had not loomed large on the horizon, as a person of any importance. Some there were who laughed at his calling.

But the Coca-Cola artist made him out to be an exceedingly agreeable, smiling, good-looking and neatly dressed young man, who deserved the public's friendship. In the large majority of instances, character studies of this worker were made the feature of displays, and everything possible done to display them in the most favorable light.

This advertising has paid. First of all, it was an ingenious method of tying up the beverage with the person who served it, and, secondly, as can be readily understood, it has pleased the man behind the soda fountain. He'll sell Coca-Cola with new zest and enthusiasm.

There is a bit of neat propaganda tucked away in the pretentious advertising now running for The American Sole and Belting Leather Tanners. The most casual investigation of conditions is enough to substantiate the belief that leather substitutes have found a rather receptive market among cobblers. Such shrewd arguments are advanced, backed by equally shrewd advertising, which said cobbler can't ignore, that the Old Shoemaker might in time become

JOHN D. FAFFLEY  
Joined April 13, 1867  
56 Years  
With Russell, Burdsall & Ward



A Significant Part  
The "Honor Roll"  
of the Russell,  
Burdsall & Ward  
plant, now  
located at, names

EMPIRE Bolts and Nuts are made by men whose apprenticeship reaches far back into former generations. The super-excellence of the product today is the priceless heritage of an untiring lifetime devoted to a single purpose.



**RUSSELL, BURDSALL & WARD**  
**BOLT & NUT COMPANY**

PORT CHESTER, N.Y.

Manufacturers of Bolts, Nuts and Rivets Since 1867

## EMPIRE BOLTS

NO IDEALIZATION CONCERNING THE WORKERS OF THIS COMPANY—ONLY ACTUAL FACTS FOR CONSUMER AND LABOR

of the art work. Photographs would have been commonplace for this purpose. And so original studies were ordered, in a technique which bears no resemblance to the customary illustrative atmosphere of the industrial journals.

"John D. Faffley," we read, "started with the company April 13, 1867. Fifty-six years with Russell, Burdsall & Ward." And Faffley has the look of a professional. You have the feeling that

# 78% GAIN in Foreign Advertising

The **Seattle Star** has made that remarkable record for the first half of this year.

This increase in national advertising follows naturally the substantial growth **The Star** has made in circulation and local advertising during the past nine years.

Today **The Star** has the largest circulation of any daily in the State of Washington, making it

*The Quality and Quantity  
Newspaper of Seattle*

The **Seattle Star**, **Tacoma Times**, **Portland News**, **Spokane Press** and **Los Angeles Record**, are under the same ownership and management. They have no connection or affiliation with the **Scripps-McRae** or the **Scripps-Howard** concerns.

**Gilman,  
Nicoll &  
Ruthman**

*National Representatives*

Canadian Pacific Bldg.  
New York

Tribune Bldg., Chicago

Tremont Bldg., Boston

Monadnock Bldg.,  
San Francisco





an advocate of these substitutes.

And so a kindly, altogether lovable old type is pictured. He writes at least one-half of the advertisement in language which he may be surprised to discover he possessed.

And the advertiser says about  
and for him:



## Billions Ride In Buses

Three billion people crowded on billion acres last year in fifty thousand water basins. Though still an infant, our transpiration closely hovers on the very edge of transpiration. It is obviously an industrial giant of the transpiration basins.

Buses are not only facilitating the transportation of children in cities and between cities. Every day they carry young children to and from preschool schools, thus bringing education closer to the real home.

It is interesting to note that while the bus business has almost doubled in volume in the last two years, Graham Brothers Bus production has more than tripled. This is because customers have proved that bus lines must give comfortable, dependable service if they are to be truly attractive to the public. And they even be operated economically if they are to be profitable in the long run.

**Golden Section Beans**—for city, suburban and school use—fully live up to the reputation established by Golden Section Trade in its different lines of business. They are dependable. And super green, through seasons, canned, are available everywhere—in the different service stations of Golden Section Trade.

**PROPERTY MANAGEMENT**

GRAHAM BROTHERS  
Dealers - Knoxville



# GRAHAM BROTHERS TRUCKS

.....

GIVING DIGNITY TO THE JOB OF DRIVING BUSES WILL  
SELL BUSES

Who knows more about leather than The Old Shoemaker? In his little shop for generations, boys and girls—and their elders as well—have profitably tarried to hear his homely comments and practical philosophy, as he added many extra months of wear to their shoes through the use of leather soles and heels. In the side streets of cities, in towns and villages everywhere, The Old Shoemaker has endeared himself to multitudes for his philosophy as well as his honest workmanship.

**That's flattery.**

A great deal of truth in it, to be sure. And will any shoemaker read these words without feeling a sense of gratitude—to the advertiser? Here is someone who appreciates him and comments upon his mentality, his honesty, and the services he performs.

The Postal Telegraph-Cable Company's campaign in recent years has rather directly complimented its men, and visualized the hardships of their duties, thereby accomplishing two things at once: Establishing confidence in the service rendered the consumer, and making the workers far happier in their little known and often unseen labors.

There is the advertisement which pictured employees working in the dead of winter, when snowdrifts ran mountain high through the bleak hills, and gave glimpses of them clearing the arteries of wire in the sloughs and muck and torrid heat of the tropic sections.

"Each employee is trained in the traditions of service which this system has made its own," relates the text. "Everyone who handles your message throughout its route is taught to regard it as a business trust. The qualities of speed and accuracy, combined with courtesy and intelligent co-operation, have been cultivated in every employee, from the highest to the lowest."

to the greatest possible degree, until they have become a habit."

The Bell Telephone system has long established the same practice of making employees the chief actors in most of its advertising dramas. And it has been advertising with a dual objective.

The Foxboro Company, manufacturer of compasses used in large industrial plants, bases much of its advertising to chiefs of plants upon the single idea of "playing fair with the boiler plant engineer."

It was while stopping at a country-town garage for a small repair one day this summer, that the writer happened to overhear a conversation which touches closely



the subject in hand. The garage helper had torn a page from a weekly periodical and was boastfully, proudly displaying it to a rather haughty chauffeur.

"Sort of had the idea we was just gas-slingers, eh, Bill?" exclaimed the garage man. "I guess we're more important than any uniformed gink that ever drove a car. Why, say—you ain't never stopped to think of the facts. Listen t' this, will you?"

He read the text which we quote herewith:

#### THE NEW MERCHANT

Twenty years ago the principal function of the petroleum industry was to supply kerosene for lamps. Its assets did not exceed \$750,000,000. The kerosene lamp has passed, yet the petroleum industry, with \$7,500,000,000 in assets, is today the second largest in the United States. Expending a billion dollars a year for supplies, and millions more for wages, it is a potent influence for prosperity.

When the motor car superseded the oil lamp as chief customer of the petroleum industry it brought into being a new type of merchant. He presided at 30,000 drive-in filling stations and 250,000 curb pumps, where he dispensed most of the 4,844,300,000 gallons of gasoline and 250,000,000 gallons of oil sold to motorists in 1922.

There is positive genius in that headline—"The New Merchant," and the skilful intimation that the dispenser of gasoline and oil is something more than a mere rowdy in overalls. It should always be remembered that in these classifications of workers, each individual group represents a powerful and a very significant audience. Some time ago a department store in a large city addressed an advertisement in a complimentary vein to the "masons and carpenters" of the district. The advertisement was a success. There were enough of these workers who felt complimented by the shrewdly worded appeal to buy thousands of dollars' worth of goods.

#### A. L. MacNamara Joins "Motor Service"

A. L. MacNamara, formerly with the industrial engineering department of the McGraw-Hill Company, Inc., at Chicago, has joined the Motor Service Company, Chicago, as manager of Motor Service.

#### Southeastern District Advertising Convention

A meeting to arrange for the program of the convention of the Southeastern District of the Associated Advertising Clubs of the World was recently held at Birmingham, Ala. The meeting was attended by the chairmen of the various committees and was presided over by Herbert J. Baum, general chairman.

The convention will be held at Birmingham October 29 and 30. It is planned to have "Truth in Advertising" sermons preached in a number of the churches of the city on the Sunday preceding the convention.

The Southeastern District includes the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, and Cuba and Porto Rico.

#### October Campaign for Corbin Door Checks

With the season of autumnal winds and slamming doors at hand, P. & F. Corbin, New Britain, Conn., are conducting a business-paper campaign to enlist dealer co-operation in their October Corbin Door Check campaign. Attention is called to the market possibilities of doors in homes, offices, stores, factories, and public buildings that need to be kept tightly closed to prevent drafts, noise and to save coal. An October advertising campaign is scheduled in several national and home-making publications. Copy for dealer use is offered and dealers are urged to demonstrate the Corbin Door check on their own doors.

#### New Accounts for Long Advertising Service

The Oliver Company, San Jose, Cal., is running a campaign in Pacific Coast newspapers and farm publications on its Oliver dehydrator. This advertising is being directed by the Long Advertising Service, San Jose, Cal.

The Long company also is conducting a campaign for the Elmer Bros. Nursery, also of San Jose. Farm publications are being used for this account.

#### Canadian Campaign for Tidewater Oil Products

The Tidewater Oil Company, New York, Veedol lubricants and Tydol gasoline, recently held a conference of its Canadian distributors. At this meeting plans were made for a Canadian advertising campaign of these products. This advertising will be directed by the Hamilton Advertisers' Agency, Limited, Hamilton, Can.

#### Poultry School Appoints Ferry-Hanly

The advertising account of the American Poultry School, Kansas City, Mo., has been placed with the Ferry-Hanly Advertising Company, Inc.

**THE ST. LOUIS STAR**  
FINAL EDITION

**94 DEAD TAKEN OUT OF MINE AFTER BLAST**

**A Big Part of St. Louis is covered only by THE STAR**

And the vast buying power of these thousands of exclusive Star readers is influenced by newspaper advertising only when it appears in **THE ST. LOUIS STAR**

National Advertising Representatives  
**STORY, BROOKS & FINLEY**

New York

Chicago  
Los Angeles

Philadelphia  
San Francisco

St. Louis



# 1904

THE first Show Number of MoToR was published in January, 1904, just about the time the automobile industry commenced to be a really important factor in American business.

The first Show Number contained but 52 pages in all; 14 pages being devoted to advertising. The total edition numbered 20,000 copies.

The twentieth Annual Show Number of MoToR will be published in January, 1924. It will contain approximately 450 pages and more than 300 pages will be occupied by the announcements of 200 leading firms in the industry.

for 20 years — January Show to be



# 1924

The total edition will number 100,000 copies and the newsstand price is One Dollar per copy. The book will contain illustrations and descriptions of practically every motor car and worth-while accessory made today.

A special cloth-bound edition will be sent to every important automobile executive and all leading jobbers, for use as a buying guide and reference book for the entire year of 1924.

Every advertisement in January MoToR lives for one full year as every purchaser of the magazine retains his copy for continuous reference.

Space reservations are now being made.

MoTOR has carried the  
to every State in the Union

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Announcing  
the appointment  
of  
Ray MASTERS  
as  
Advertising Manager  
of  
Metropolitan  
Effective  
September 20, 1923

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W.H.B.

# How a Specialty Was Made a Staple Jobber's Line

An Accessory, Normally Sold by Manufacturers' Agents, Successfully Marketed through Regular Jobbing Channels

By Donald Kirkland

WHEN the Carr Fastener Company, of Cambridge, Mass., maker of Lift-The-Dot Fasteners, developed a new product, the Dot High-Pressure Lubricator, it was faced with the problem of determining what channels of distribution should be adopted in marketing the device.

The problem was an unusually serious one, because the device was one of those usually classed as a specialty and sold through other than jobber-dealer channels. The lubricator is not a simple, single item—like a spark-plug, let us say. It is rather a *line* of items, and might be classed more nearly with a product such as bearings. Jobbers handle bearings to a limited extent only, most of the business being done by retail specialty stores whose owners are manufacturers' agents. This is because there is a service feature attached to the selling of the merchandise, a large variety of stock must be kept on hand and advice must be given as to proper selection and installation must often be made with the sale. The complications of the line are such that it is really a business in itself.

The same would hold true of such products as electrical equipment and shock absorbers. Wherever one finds a service feature attached to merchandise, such as installation to be made, large variety of types from which proper selection is difficult, there one finds a product which must generally be marketed through special channels.

The Dot High-Pressure Lubricator when it was first produced seemed to be a product of that type. The complications arise from the fact that the nipples attached to the automobile chassis to replace the manufacturer's oil

and grease cups are of many different kinds; the outfit for each car consists of a different assortment of nipples, couplings and bushings.

There was furthermore the question of public demand. The general market for pressure lubricators is growing; at the same time people do not walk into the retail store in large numbers and ask for them as they do for electric light bulbs, bumpers and so on. And neither the jobber nor retailer is well equipped to go out and create demand.

In the preliminary survey conducted while marketing plans were under consideration, the reaction from jobbers visited was that the lubricator was not a proper jobbing item. From the jobber's standpoint it required a large investment and the creation of demand, and the complications in the handling of the stock were too great to make it practicable.

## WHY JOBBER WAS WANTED AS DISTRIBUTOR

But as the manufacturer studied the problem, the jobber seemed a very desirable medium through which to work. Was it not possible to devise some scheme by which he could be used? The following advantages presented themselves in favor of the plan:

(1) The jobber has an established sales organization which closely covers his territory and maintains cordial relations with the trade; his recommendation carries considerable weight.

(2) Through the jobber a large number of retail outlets are reached, whereas the number of specialty retailers must be necessarily limited.

(3) The jobber relieves the manufacturer of the necessity of

maintaining a large traveling sales force.

(4) He is in a position to give the retail dealer quick delivery and service; he has facilities for handling small fill-in orders; his shipments being combined, there is less expense in shipping and handling orders.

(5) He gives some advertising help; he shows the product in his customer's catalogue, he puts it in his salesman's catalogue, he sends direct advertising matter to the retailers.

In addition to these considerations, there was this thought before the minds of the Carr executives: the demand for pressure lubricators was growing. The work of the company, the general advertising which doubtless would come later, would help accelerate it. In time, devices of this sort would become staple accessories like grease guns of ordinary type. Then the jobber-dealer channel would be the natural and easy one; and if the Dot line was established in that channel, its position would be very much stronger when that condition arrived.

The problem was solved by so simplifying selling the Dot line, by making it so easy to get the information required for any sale at any time, that even a new stock clerk could fill any required order. At the same time, with this as a base, a complete selling plan was worked out. And it was all put in the form of a handbook of over 350 pages, supplied to jobbers and retailers.

#### HANDBOOK SIMPLIFIED SITUATION

The handbook is really the crux of the situation; it is what made possible formulation of the selling plan and its acceptance by the jobbers. The book is the most important single element in the whole marketing scheme.

As such we must look into it more in detail. The first and greatest difficulty was knowing what to sell the automobile owner when he came in and wanted equipment for, let us say, a 1918 Buick. It was necessary for the company to make a survey of a

large number of cars and find out what each required. The greater part of the book is devoted to listing cars of different models, with schedules showing locations of lubricating points, and in connection with each a summary showing just what parts are required to make up a lubricating set. For instance, we find listed Velie car, years 1920 and 1921, model 48, 5 passenger. Underneath it appears the schedule somewhat as follows:

"Front spring, front, one 90 degree nipple left, one 90 degree nipple right,  $\frac{1}{8}$  inch pipe thread," and so on, specifying each point where a grease or oil cup appears. Underneath we find the following summary:

The total equipment required for this car is:

1	gun
1	filler
1	wrench
31	dust caps
12	straight nipples, $\frac{1}{8}$ " pipe
12	90 degree nipples, $\frac{1}{8}$ " pipe
3	135 " " " "
3	160 " " " "
1	135 " water pump nipple, $\frac{1}{8}$ " pipe
3	reducing bushings (male) $\frac{1}{8}$ " pipe
1	reducing coupling (female) $\frac{1}{8}$ "—24
2	1" extensions, $\frac{1}{8}$ " pipe
	Price \$15.53

The information given in these lists had to be obtained by actual inspection of the cars. Manufacturers themselves were unable to furnish plans or charts, particularly on the older models. This in itself was a large task. About 750 models have been surveyed and listed to date, and more are being added constantly.

Listing of the cars with the information in condensed form as to what each requires settles a great big difficulty. To fill an order for any car, the clerk simply has to open the book, look at the summary of parts required, and in the case cited pick out only eight different sets of items besides the standard items which go on every set. The price is all set down so that no figuring is required.

Now, if we turn to the front part of the book we find another vital factor in the scheme: ready-made stock assortments for the



## THE BILLION DOLLAR MARKET



# 86% Renewals

5330 expirations and 4580 renewals of mail subscriptions for 6 months is a real indication of the value of the *Railway Age* to its readers.

The latest A. B. C. statement shows why advertisers in the *Railway Age* effectively reach the buying power of the railroads.

**Simmons-Boardman Publishing Co.**

*"The House of Transportation"*

30 Church Street

New York City



## SIMMONS-BOARDMAN PUBLICATIONS

ALL A.B.C.

ALL A.B.C.





## To display your samples

If you are going to show samples of your product, display them to the best advantage by mounting them in an attractive way on a folder that is really a salesman.

Hammermill Cover is an ideal stock for such a folder because it combines quality and good colors with a very low price.

### *Now made in Double Thick*

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

*Send for Samples*

# HAMMERMILL COVER

**Single and Double Thick**

jobber and retailer making it easy for them to buy. There are listed standard assortments for 100 gun stocks, 75, 50, 25, 12, 6 and 3 gun stocks. Under each assortment is given the total list price, the shipping weights and number of cases required. The jobber has to know very little about the details of Dot lubricator nipples in order to buy intelligently. Assortments are made up scientifically from studies of average requirements. With a proper assortment the jobber's stock is reduced evenly. Due to local conditions which make certain cars popular, standard assortments may need variation occasionally; but they always serve to start the jobber off on his initial order.

Next we find listed the various sales helps the manufacturers are prepared to supply which may be ordered by jobber or retailer on order blanks bound in the book. They include booklets, folders and display material, as well as demonstrating devices equipped with pressure gauge. Demonstrating devices are sold, other helps are furnished free.

Of course the book contains illustrations and price list of individual parts, instructions for installation and use, as well as a separate price list for each car apart from the detailed schedules previously mentioned.

Corrections and additions are provided for by making the book in loose leaf form.

With this book as the nucleus of the selling plan, the company was able to approach jobbers with a proposition that would interest them. The book, with its complete information, simplified the job of buying, stockkeeping and filling orders. That knocked down the jobber's original objection. But now came another important question. As stated, there was no extensive, active consumer demand for pressure lubricating systems; there was, let us say, an attitude of receptiveness on the part of the public. The pressure lubricator is one of those devices that is just ready to come into general acceptance as a semi-staple

article, just as "stop" lights have come to be. With any product, however, there is, just before reaching that state, a point where the public may be sold by simple suggestion without requiring the persuasion of the highly trained specialty salesman. Of course the company is planning general advertising as soon as distribution becomes dense enough. Under the conditions, however, it was realized that the retail dealer, in order to do any considerable volume, must push the article, give it window display, and use the advertising helps furnished by the company. On the other hand, it was to the dealer's advantage to do this because, being a new article, he would be creating new business rather than merely switching it from one line to another.

#### MISSIONARY SALES WORK UNDERTAKEN

So arrangements were made with the jobbers who took on the line to send the company's own salesman out with the jobber's salesmen, establishing retail outlets for the jobber, showing the dealer how to stock and display and sell the product, how to advertise it, and so on. This sort of missionary work was done with one jobber after another. Naturally, it was a great factor in persuading the jobbers to take up and push the line. The missionary work has proved very effective.

Selling and stocking have been simplified for the retailer as well as the jobber by supplying with an initial six-gun order a stand which serves both for storage and display.

Another problem that had to be solved, and one which is often a debatable point in marketing a product, was whether jobbers should be given exclusive agencies or not. At first blush the proposition has the earmarks of having exclusive agency requirements; but the same simplification and selling plan that enabled the company to market through jobbing channels also enabled them to avoid the necessity of giving

restricted distributing agencies.

On the other hand, the market was opened by seeking connections only with the leading jobbers in each city, and the product was not placed with more than it was figured the density of automobile population would support. Thus in Boston five jobbers handled the line; in other cities there might be only two or three.

The question naturally occurs, did not the missionary men in working with jobbers' salesmen cross their own trails where there were three or four jobbers in a city who had the line? There was no particular difficulty in this, however, because it generally works out that each jobber has his own line of customers who do a majority of business with him; and as the missionary men went after the list of each jobber's leading customers, there was practically no duplication and no chance for one to feel that his interests had been neglected in favor of another.

While this work was going on the company assisted by sales efforts in other directions. Most important of these was the campaign among manufacturers of cars and trucks, and to date approximately fifty-two manufacturers have adopted it as standard equipment. This of course adds considerably to the prestige of the product and helps to create demand by making the automobile owner come to regard pressure lubricating systems, and the Dot in particular, as a standard automobile attachment.

Truck fleet owners were circularized and a considerable number of these were sold. All such sales were put through the jobbers. Incidentally the jobbers co-operated in the fleet owner's campaign by following up the Carr letter with one of their own. A surprisingly large percentage of the jobbers responded to the company's suggestion about this follow-up. Sixty-two thousand dealers were circularized on the proposition; and on the suggestion of the manufacturers, about 50 per cent of the jobbers also co-operated by sending follow-up

letters to their own dealers, tying up with the manufacturer's campaign by asking: "Did you receive a letter from the Carr Fastener Company of Boston?" and then remarking that "We sell the Dot lubricating system and recommend it." This campaign proved resultful also. Sales work by the manufacturer has also opened up a market for use of the product in industrial machinery.

After the first year's effort the product was established through what most people in the business considered as not the logical marketing channel; and all because the company went at it with the idea of simplifying its selling and presenting the jobber with a real selling plan.

In many new businesses, and some old, this problem of the right channel of distribution is a pressing one. A manufacturer of a stationery specialty is today wondering whether to sell by mail, through department and drug stores, or through direct specialty agents; a man who has invented a new device for washing automobiles is troubled by a similar problem, but his possible choice is a little more varied—he may sell by mail, by means of door-to-door agents, he may sell direct to retailers or he may work through regular jobbing channels; a candy manufacturer started selling direct to the retailer, then switched over to the jobber; a radio manufacturer is wondering whether he should make exclusive agency contracts with certain jobbers and in return demand exclusive representation.

For business men troubled with such questions the Dot lubricator experience should prove fruitful in suggestions.

### Joins M. C. Mogensen & Company

H. L. Finch has joined the San Francisco staff of M. C. Mogensen & Company, Inc., Pacific Coast publishers' representatives. He was formerly advertising manager of the E. R. Parker System, San Francisco operators of a chain of dental offices. Mr. Finch was at one time advertising manager of the Walla Walla, Wash., Union.

### Lowest Sunday Milline Rate to Advertisers

The Sunday	\$1.49
Journal-Post . . . . .	\$1.44*
Competitive Sunday	
Newspaper . . . . .	\$1.61†
*Contract Rate	
†Effective Sept. 1, 1923	

**Net Paid  
Circulation  
201,684\***

\*Publisher's statement to the ABC for 6 months ending March 31, 1923.

THERE are more copies of the Sunday Journal-Post sold in Kansas City than there are families!

Are you overlooking this great audience of responsive readers?

*The Only Gravure, Comic and Magazine  
Supplements in Kansas City*

## Kansas City Sunday Journal-Post

WALTER S. DICKEY  
Owner and Editor

EDWIN O. SYMAN  
General Business Manager

J. MORA BOYLE  
Advertising Director

National Representatives: Veerree and Conklin

New York    Detroit    Chicago    San Francisco



## No better Class of Advertisers

Member  
Associated  
Business  
Papers, Inc.  
Audit  
Bureau of  
Circulations

The Kewanee Boiler Co., the Standard Sanitary Mfg. Co., the National Tube Co., and the other firms whose advertisements are shown above, are only a few of the many large firms of national reputation that use DOMESTIC ENGINEERING regularly. A letter addressed to any one or all of them will disclose the reason why they selected DOMESTIC ENGINEERING.

**DOMESTIC ENGINEERING**  
*The Plumbing and Heating Weekly*  
1900 Prairie Avenue CHICAGO

# How Advertising Scouts for Side-Street Markets

Campaigns Which Not Only Create Sales But Explore and Develop New Fields at the Same Time

By W. B. Edwards

THE trade scout, irrespective of the form he assumes, is taking on an added degree of importance each year. His value in ferreting out new uses for many products is widely recognized.

What is not so generally known is that advertising affords one of the most economical ways of conducting a scouting campaign. This is an important point. Digging up new business from unfrequented avenues of trade, if not gone about properly, may cost more than the resulting orders are worth. When the campaign is so mapped out, though, that it reaches the unknown user as well as the known customer, the business from these unexpected sources is secured at a minimum of expense.

There is the case of the Vitrolite Company. Vitrolite has been advertised consistently over a period of years in many fields. One day the company received an inquiry and subsequent order from one of the largest hosiery mills in the country—Taubel Brothers of Philadelphia. The hosiery firm was seeking tops for their sorting, folding, inspection and boxing tables that would facilitate handling and prevent spoilage. The Vitrolite advertising had suggested to Taubel that this product might serve the purpose. An investigation was made and before long the Vitrolite company found an entirely new field opened for cultivation.

The idea was promptly broached to other hosiery manufacturers and a large number of them adopted it. Cluett, Peabody & Company purchased Vitrolite for their packing table tops for the same reason. In this case the order was placed because Cluett, Peabody & Company had found a Vitrolite packing table top was

easy to work on, impossible to stain and easy to clean and keep clean. Here, again, advertising had started the train of thought which ended in a new use and a new market.

A short time ago, a new use for decorated black Vitrolite was developed in the hotel field. The new Keenan Hotel of Fort Wayne, Indiana, purchased black decorated Vitrolite for the tops of its night tables, writing tables and dressers. The Vitrolite company intends to develop this lead with the aid of advertising and, no doubt, additional side-street markets will open as the campaign progresses.

## THE INTERNATIONAL NICKEL COMPANY'S EXPERIENCE

The International Nickel Company has an interesting story to tell of advertising as an efficient market scout. When the company was organized to establish Monel Metal as a standard commercial alloy, advertising was employed to carry a large share of the market development work.

The primary problem was to locate those uses for a metal so exacting in service conditions that the higher price for a better material would be justified. Monel Metal is rustproof and is a corrosion resistant; it has the strength of steel and retains a large part of that strength at high temperatures; it shows great resistance to wear. Furthermore, it is a white metal, taking a high nickel polish and retaining its brilliancy with a minimum of care, making it suitable for display purposes.

In a specific use of the metal, any two of these properties, without the support of the others, might be sufficient to make a sale. In other words, Monel Metal

finds favor in cafeteria equipment for its attractive appearance and rustproof qualities. In steam valve trim, it is used because of its strength at high temperatures and its resistance to wear.

At the time the advertising was inaugurated, however, these specific applications were not known. Of course, the company thorough-

The program was carried through to a successful conclusion. Advertising was sent up and down, throughout the length of industry's intricate windings and came back with a large number of inquiries concerning the use of Monel Metal for an endless variety of purposes. These inquiries were developed until Monel Metal

became the standard material in many types of machinery and fixtures.

Having reached this point, the character of the copy was changed to feature the products of various manufacturers who used Monel Metal as a standard part of their output. Even where specific copy is employed, however, inquiries still develop pertaining to new uses entirely different from those described in the advertising. The company is continually receiving requests for information and recommendations relating to the use of Monel Metal for specific purposes. Many of these letters refer directly to the advertising, and, I am told by the company, that practically all of the inquiries can be at-

**"Just use hot water and a little soap,"**  
—says one big user

THAT tells the ease of keeping Monel Metal always shining with its original high nickel polish. It tells why the use of Monel Metal cuts the cost of keeping equipment always clean and attractive.

Then, too, Monel Metal recommends itself to the far sighted buyer because this tough, non-corrodible nickel alloy stands up under more abuse than any other of the bright finished metals,—and because there is no coating to wear off Monel Metal.

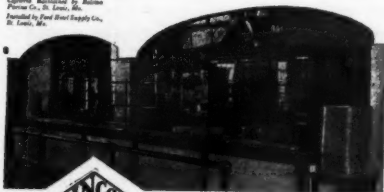
Send for Bulletin giving full information on Monel Metal to the Hoesl and Calveria field. Address:

**THE INTERNATIONAL NICKEL CO.**  
47 WALL ST. NEW YORK

*Typical Uses of Monel Metal in Kitchen Equipment*

Table tops, steam tables, sinks, draining racks, wire mesh, and trays, counter tops, refrigerator lining and hardware, etc.

*Cutlery manufactured by Helms Patent Co., St. Louis, Mo. Imported by Ford Street Supply Co., St. Louis, Mo.*



# Monel metal

DEVELOPING USE FOR MONEL METAL IN CAFETERIA  
AND HOTEL FIELD

ly believed a tremendous market existed for Monel Metal. But the location of this market was only indistinctly visualized.

Consequently, the initial advertising was designed primarily to impress upon industry the entire combination of properties available in Monel Metal. Publications blanketing industry were employed for the purpose of broadcasting this message into all fields. It was reasoned this advertising would act as a scout, delving into the labyrinth of trade channels and returning with definite and accurate information on market possibilities.

tributed to a greater or lesser extent to the effective scouting work of the campaign.

Only a few weeks ago, to cite one instance, the International Nickel Company found a letter in the morning's mail from the William Carter Company, manufacturers of Carter's Knit Underwear, reading in part as follows: "We are considering using Monel Metal as a rustproof casing for a drilled well and would like to know whether or not you would recommend same for such use."

The Monel Metal advertising in textile trade publications centres chiefly around its use for dyeing

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**T**HE State of Arizona rests its opportunity for prosperity on no one or several lines of endeavor. The magnitude of each character of development in itself indicates the opportunity that presents itself here, but it is the diversity of industries and development, and the sureness which diversity brings, that affords a guarantee of the stability of the field, as a place for the manufacturer to find increasing sales.

Arizona may be known to you for its copper mines, or for its cattle, or for the wonderful agricultural progress of the Salt River Valley under the famous Roosevelt dam, but its claim to your interest rests on no one of these things but on the total of them plus all the others that go to make Arizona a diversified prosperous commonwealth.



**The Arizona Republican - Phoenix Arizona**

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

**NEW YORK**—Williams, Lawrence & Cresmer, Brunswick Building  
**CHICAGO**—Williams, Lawrence & Cresmer, Harris Trust Building  
**SAN FRANCISCO**—M. C. Mogensen & Co., Examiner Building  
**LOS ANGELES**—M. C. Mogensen & Co., Title-Insurance Building  
**SEATTLE, WASH.**—M. C. Mogensen & Co., Securities Building



# Every Month in 1923

San Francisco's Dominant Evening Paper

## THE SAN FRANCISCO CALL

Has Led ALL San Francisco Newspapers  
in Daily (6 day) Display Advertising

January....	THE CALL....606,690 lines	} CALL LED by 97,468 lines
	Second Paper...509,222 "	
	Third Paper...505,622 "	
	Fourth Paper...482,614 "	
	Fifth Paper...370,464 "	

February...	THE CALL....600,098 lines	} CALL LED by 150,360 lines
	Second Paper...480,338 "	
	Third Paper...484,658 "	
	Fourth Paper...416,716 "	
	Fifth Paper...353,948 "	

March.....	THE CALL....714,700 lines	} CALL LED by 151,760 lines
	Second Paper...562,940 "	
	Third Paper...546,370 "	
	Fourth Paper...493,920 "	
	Fifth Paper...371,028 "	

April.....	THE CALL....668,756 lines	} CALL LED by 178,206 lines
	Second Paper...487,550 "	
	Third Paper...469,168 "	
	Fourth Paper...461,038 "	
	Fifth Paper...371,028 "	

May.....	THE CALL....835,562 lines	} CALL LED by 216,230 lines
	Second Paper...619,332 "	
	Third Paper...565,162 "	
	Fourth Paper...566,010 "	
	Fifth Paper...432,418 "	

June.....	THE CALL....632,226 lines	} CALL LED by 111,890 lines
	Second Paper...520,336 "	
	Third Paper...468,748 "	
	Fourth Paper...461,286 "	
	Fifth Paper...414,358 "	

July.....	THE CALL....590,601 lines	} CALL LED by 133,059 lines
	Second Paper...487,632 "	
	Third Paper...443,668 "	
	Fourth Paper...417,664 "	
	Fifth Paper...361,027 "	

August.....	THE CALL....623,394 lines	} CALL LED by 144,480 lines
	Second Paper...477,904 "	
	Third Paper...448,952 "	
	Fourth Paper...436,198 "	
	Fifth Paper...352,702 "	

[OVER 24,000 GREATER CIRCULATION  
THAN SECOND EVENING PAPER]

### REPRESENTATIVES

H. W. Moloney, 604 Times Building, New York, N. Y.  
G. Logan Payne Co., 401 Tower Bldg., 6 N. Michigan Ave., Chicago, Ill.  
Karl J. Shull, 318 Homer Laughlin Bldg., Los Angeles, Calif.

machinery and dye tubs, emphasizing among other features, its resistance to corrosive action of dye liquids. That reiterated message, without question, has established the impression that Monel Metal is highly resistant to all forms of corrosion. As a result, when the William Carter Company had to overcome a corrosion

advertising aimed for, and reached, two major objectives. The first was immediate sales; the second, the location of new markets. Because advertising performs these two functions so admirably it makes a doubly valuable trade scout. Not only does the publicity shorten the time required to penetrate the maze of

widely scattered and unknown users but at the same time, by proper planning, it paves the way for present business.

Another manufacturer with a similar story to tell is the Pacific Lumber Company. This company sends advertising up and down the industrial line, fine-combing the market so thoroughly that few sales possibilities are in danger of being neglected. Special copy is written for each trade. The cigar box manufacturer is told why Redwood is especially suited to his requirements. The insulating properties of Redwood are explained in the creamery and ice-cream publications. Ten distinct advantages of this wood are discussed in the furniture trade copy. As with Monel Metal, this specific copy

produces inquiries concerning uses not mentioned in the advertising.

As a trade scout advertising never sleeps; never soldiers on the job. On the contrary, advertising works continuously. It is always on the lookout for new fields of conquest.

The Celluloid Zapon Company will testify to the effectiveness of advertising as a market scout. What this advertiser has done, in its market broadening effort, is to picture and describe, in business-paper space, articles regularly fin-



**A**NTIQUE reproductions, French Grays, Polychromes, Two-Tone Contrasts, Highlighted and the many types of Painted Patinae—all may be secured easily, quickly and economically through the use of ZAPON, a product of the firm that was the first ever to make lacquer enamels in America.

Zapon gives a hard, durable, moisture-proof finish that does not scratch or wear easily and does not check, crack or craze with age—a finish that will withstand heat and staining hot liquids without any harmful effects. Furthermore, a Zapon finish may be washed and cleaned at will and still retain its original luster.

CELLULOID ZAPON COMPANY  
210 FIFTH AVE., NEW YORK CITY

Branches: Chicago, Los Angeles, New Haven

Representatives: The Zapon Company, Inc.

**ZAPON**

for furniture  
*Universal*

GIVING A FEW THOUGHTS TO FURNITURE MANUFACTURERS  
ON THE USE OF ZAPON

difficulty, the Monel Metal message was recalled and acted upon.

In survey work of this type it is obviously difficult to measure accurately the part advertising plays. "Nevertheless," the International Nickel Company states, "we have seen sufficient tangible evidence of new market development by the cumulative effect of advertising to say that the sums which we have devoted to advertising scout purposes are a mighty profitable investment."

It will be noticed that the Monel

ished with lacquer and lacquer enamels, grouped with other articles not ordinarily so finished. It was reasoned that this copy, by inference, would set to thinking the furniture manufacturer, the toy maker, the hardware house and so on. This advertising has not only been successful in changing certain of the finishing processes at one time common in several industries but it has also brought the company letters recommending, suggesting, or inquiring about new uses and new markets.

Advertising as a market scout has been used for years by the Eastman Kodak Company. Beginning with general mediums, Kodak copy entered farm papers and there discovered a tremendously large market. Now, the Eastman company is advertising extensively in publications reaching the foundry machinery and building lines. The suggestion is made that Kodak pictures of construction methods, equipment used, and progress of the work from day to day, make a report that is accurate, indisputable and visualized without over-exerting the imagination.

Henry Likly & Company makers of luggage, know from experience how advertising can be put to work scouting for new markets. The advertising which this company had been inserting in general mediums and luggage trade papers brought small orders from men's furnishing shops. These inquiries were followed through and it was found the men's furnishing dealers were purchasing bags and cases for use as window display accessories.

"These bags and cases were not intended for sale," Henry K. Likly, president of the company told *PRINTERS' INK*. "Yet, merely by featuring them, it was noticed that, on occasion, calls for luggage were made in the men's furnishing stores. The more progressive buyers were impressed with the possibility of increased volume and additional orders started to come in. Then we became aware of the increased sales and looked at the apparel stores with more interest than previously. Inquiry

brought forth the facts and we went after the market."

It is natural to assume that were it not for the Likly advertising which had been appearing regularly for years, this new outlet would never have been discovered. The reason the men's furnishing dealers ordered Likly luggage for display purposes was that they were acquainted with the company and realized that just so long as they displayed luggage it would be to their advantage to feature a well-known brand.

#### ASSOCIATIONS HAVE MADE ADVERTISING A SCOUT

In the association field, paid publicity has proved a particularly effective market scout. There is the case of the Red Gum Lumber manufacturers. When this group began advertising, the wood was considered of little or no value. It was used largely for crating purposes. The market was extremely limited. Moreover, prices were so low that in many instances manufacturing was unprofitable.

Shortly after the campaign started, new use suggestions poured in from all over the country. Sales mounted steadily and gum lumber is worth far more today than it had been previous to the inception of the advertising. Almost without being intended to do so, the campaign scouted for new markets and succeeded so well that the industry was quickly placed on a solid footing.

It is an entirely common experience for advertising to result in voluntary letters from purchasers suggesting new uses. This subject, as a single phase of market scouting, has been covered so frequently in the *PRINTERS' INK* Publications, that it will not be dwelt upon here. It will not be out of place, though, to refer to the new use campaign on Gold Dust.

Gold Dust has generally been considered as an item restricted to use in the kitchen. Early in 1922, the company compiled a list of twenty-eight uses for Gold Dust which literally brought that product into the dining-room, the



**GUARANTEED**



**QUALITY RELAYING RAILS SERVICE**

30% to 50%  
below price of new rails.

Shipped subject to inspection  
and approval at destination.

1 Ton or 1000

**L. B. FOSTER CO., Inc.**  
Pittsburgh — New York

Relaying Rails  
New Rails  
Frogs  
Switches  
Bolt Nuts  
Etc.

Relaying Rails  
New Rails  
Frogs  
Switches  
Bolt Nuts  
Etc.

25,000 Tons in Stock

**L. B. FOSTER CO.**  
PITTSBURGH, PA.

*- and they thought  
this product couldn't  
be Advertised!*

Many manufacturers still claim that their product is different — "It can't be advertised" they say.

This theory has been exploded many times, and here is a typical example.

We would like to refer you to this client at 721 Park Building, Pittsburgh, Pa., for a record of the increase in their business, traceable directly to Direct by Mail and Trade Paper advertising, since we have handled their appropriation.

Write them—then write us.

**BISSELL & LAND, Inc.**  
337 Second Ave.  Pittsburgh, Pa.

Advertising Agents and Merchandising Counsellors

nursery, farm outhouses, the dentist's laboratory, etc. These new uses were featured in a wide variety of mediums.

Within a few months after the appearance of the campaign, the company began to receive letters from men and women telling of unusual uses to which they had put Gold Dust. One woman wrote: "When my kitchen sink became stopped up and I called the plumber, he said, 'If you want to save plumbers' bills why don't you use Gold Dust? Gold Dust in hot water dissolves grease and flushes away all waste matter from the drainpipes.'"

Another told how she used Gold Dust for cleaning cut glass, and so on almost without end. Most of these suggestions were turned into additional advertising material. This new-use copy has been extraordinarily successful in locating and opening new fields of exploration.

Among the users of a product there are usually a goodly number

who could use it more extensively. Outside of the users, are the non-users who could and should be users. Finally, there is a third class: myriads of companies and individuals who will find a use for the product if their minds are prodded just a trifle. As the examples cited indicate, advertising can find these unknown users and while it is performing this function it can also reach the other two classes without waste motion or lost time.

### T. J. McDermott Joins Benjamin Landsman

T. J. McDermott has been appointed space buyer of the advertising agency of Benjamin Landsman, New York. Mr. McDermott was formerly space buyer of The Hanser Advertising Agency, Inc., also of that city.

### Appointed Advertising Manager, Lewiston, Me., "Sun"

Herman Phillips, for several years assistant advertising manager of the Lewiston, Me., Sun, has been appointed advertising manager of that newspaper, succeeding Frank S. Hoy, resigned.

"YOUR good natured willingness to 'sit in' has led us to call upon you quite regularly as art consultants. In this we have nothing to regret. I may add that in execution of art work you are quite as discerning as in your original decisions."

*Arthur J. Cavanagh*

President - Secretary  
THE CAPITAL ADVERTISING CO. OF NEW YORK

**CAVANAGH & BENSINGER**  
INCORPORATED  
*Art for Advertising*

120 W. 32<sup>nd</sup> STREET, NEW YORK

PHONE, PENNSYLVANIA 1760



## Fall Campaign for Way Sagless Springs

The Way Sagless Spring Company, Minneapolis, Minn., will use several national magazines and farm and women's publications in a campaign during September, October and November on Way Sagless Springs and Daybeds. Dealers through business papers are being urged to tie up with the campaign by using window and store displays, motion-picture slides and local newspaper advertising.

## Willys-Overland Sales for Seven Months Exceed 1922

The Willys-Overland Company, Toledo, O., reports sales for the first seven months of the current year of \$87,862,593, as compared with \$76,271,222 in the full year of 1922. Net income for the first seven months after charges but before interest and Federal taxes, is shown as \$10,154,441 against \$3,592,196 in the full year of 1922.

## A. L. MacDougall Leaves Consolidated Press

Archibald L. MacDougall, for the last fifteen years with the Consolidated Press, Ltd., Toronto, Ont., as Eastern advertising representative at Montreal of *Clothier* and *Haberdasher*, has resigned.

## Mertz, Kick & Co. Have Oil Heater Account

The Combustion Company, Chicago manufacturer of oil burning heating systems, has appointed Mertz, Kick & Company, Chicago advertising agency, to direct its advertising. Farm publications and newspapers in rural communities and the smaller cities will be used in a preliminary campaign for this account.

## J. I. Farley Made Head of Auburn Company

J. I. Farley has been elected president of the Auburn Automobile Company, Auburn, Ind., succeeding A. P. Kemp, who has resigned. Mr. Farley has been associated with the Auburn organization for fifteen years, holding the position of vice-president and director of sales previously to his promotion.

## Allen Hofman Joins Oregon City "Enterprise"

Allen Hofman has been appointed manager of foreign advertising of the Oregon City, Ore., *Enterprise*. Mr. Hofman was formerly manager of the San Francisco office of Verree & Conklin, Inc., publishers' representative, and was at one time with the Portland, Ore., *Oregonian*.

# 100% Coverage in the Knit Goods Industry—



Both publications are distributed among manufacturers, jobbers and large retail buyers in their respective trades.

For information write

**Knit Goods Publishing Corp.**

Suite 25-A, 321 Broadway, New York City



# Los Angeles Advertising For August 1923

Percentage of total advertising, local and national, as carried by each of the 5 Los Angeles daily newspapers.

Classification	Times %	Examiner %	Express %	Herald %	Record %
Agriculture .....	57.10	8.00	8.75	10.89	15.26
Autos and Accessories.	28.09	26.99	21.50	19.72	3.70
Amusements .....	23.52	21.60	18.04	18.93	17.91
Banks and Financial...	37.75	24.49	18.82	15.93	3.01
Books and Publishers..	27.46	20.37	22.91	5.83	23.43
Building Material.....	39.17	22.60	17.44	11.29	9.50
Cafés and Restaurants.	17.10	44.74	8.42	24.64	5.10
Churches and Lectures	26.06	22.03	24.51	14.84	12.56
Cloaks and Suits, etc...	21.74	28.55	15.74	26.95	7.02
Dentists .....	14.29	34.73	15.36	25.30	10.32
Department Stores....	27.42	7.51	28.05	21.37	15.65
Druggists .....	16.64	17.63	15.02	38.33	12.38
Foodstuffs and Markets	20.08	19.88	19.38	28.66	12.00
Furniture .....	24.22	26.03	16.55	27.55	5.65
Hardware—Electric ...	41.06	23.01	9.43	23.94	2.56
Hotels and Resorts....	37.65	29.02	17.74	9.64	5.95
Jewelers and Opticians.	25.32	14.75	17.10	38.94	3.89
Machinery .....	94.02	3.42	.....	2.56	.....
Medical, Sanitariums ..	36.40	28.21	8.90	17.67	8.82
Men's Clothing.....	20.48	25.27	21.94	16.62	15.69
Miscellaneous .....	30.07	22.18	17.63	16.38	13.74
Musical Instruments ..	23.00	36.43	20.94	11.38	8.25
Office Equipment.....	74.02	12.99	9.39	1.10	2.50
Proprietary .....	23.08	35.48	11.25	25.38	4.81
Real Estate.....	29.70	30.89	12.02	23.66	3.73
Schools and Dancing ..	32.22	25.56	30.93	5.48	5.81
Shoes .....	27.48	15.15	23.49	26.91	6.97
Sporting Goods.....	42.80	10.66	6.39	39.81	3.34
Tobacco .....	28.48	40.40	10.48	17.44	3.20
Transportation .....	32.04	28.42	15.09	14.16	10.29
Classified .....	38.59	32.33	8.79	18.06	2.23
<b>TOTAL PAID ADVER.</b>	<b>30.74</b>	<b>24.77</b>	<b>16.92</b>	<b>20.12</b>	<b>7.45</b>

The TIMES leads in 18 classifications

Herald leads in 4 classifications

Examiner leads in 8 classifications

Express leads in 1 classification

## Los Angeles Times

"Devoted to Life's Better Side"

Eastern Representative: Williams, Lawrence & Cresmer Co.,  
Harris Trust Building, Chicago—225 Fifth Avenue, New York



# SUCCESS

*Applicant for  
Membership in A. B. C.*

SUCCESS is authorized to announce that its application for membership in the Audit Bureau of Circulations has been accepted.

SUCCESS, under its new management, makes no circulation "claims."

It prefers to let the figures do their own talking.

PRINT ORDER  
OCTOBER ISSUE  
110,000

*Advertising rates on application*

# SUCCESS

**251 Fourth Avenue      New York City**

*Western Representative*  
**ROBERT M. BANGHART, Otis Building, Chicago, Ill.**

# Bok Offers Annual Awards to Stimulate Improvement in Advertising

Truth in Advertising Recognized as Most Practical Factor in Making Awards That Will Be Administered by Harvard Business School

A SERIES of eight annual awards for the best newspaper and periodical advertisements in the United States and Canada has been founded by Edward W. Bok.

The awards will be known as the Harvard Advertising Awards and will be administered by the Harvard Business School. They will consist of a gold medal and \$8,500 in prizes.

Mr. Bok has offered the awards in order to encourage merit and stimulate improvement in advertising as one of the greatest and most important factors in modern life. He has stipulated that truth shall be recognized as the most important factor in practical advertising and for this reason the jury in making the awards will be instructed to lay particular stress on accuracy and fair statement.

The juries of award will be appointed each year by the Dean of the Harvard Business School from among trained and experienced business and professional men who are considered especially fitted to serve as judges.

For the year October, 1923, to October, 1924, the eight awards will be made under three classifications: For distinguished personal services; for the planning and research of advertising campaigns, and for distinguished individual advertisements in newspapers and periodicals published in the United States and Canada.

Under the first classification, the jury of award will grant each year the Harvard Advertising Gold Medal for Distinguished Personal Service to the individual deemed to have done the most during the year to raise the standards of advertising. Publishers of newspapers and periodicals, as well as advertising men, will be eligible for this honor.

Under the second classification, "for planning and research," there will be three awards of \$1,500 each; one for the national campaign deemed the most conspicuous for the excellence of its plan and execution in seeking publicity on a national scale or over a large territory either for products or for an institution. Another \$1,500 prize will be for a local campaign. This award will be for the advertising campaign of the year deemed most conspicuous for the excellence of its planning and execution seeking publicity in a single locality or a relatively limited territory either for products or for an institution. The third \$1,500 prize will be for scientific research in advertising for the year adjudged most conspicuous because it has either (A) brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising or (B) has reduced or precluded unwise and wasteful expenditure in a specific advertising program.

The third classification, "for distinguished individual advertisements," carries four Harvard awards of \$1,000 each, for excellence in the technique or substance of particular advertisements appearing during the year in established American or Canadian newspapers or periodicals.

These four prizes will be awarded.

(1) For the advertisement most effective in its use of English;

(2) For the advertisement most effectively accomplishing its purpose in a few words, with or without illustration;

(3) For the advertisement most effective in its use of typography, and

(4) For the advertisement most

effective in its use of any class of pictorial illustration.

Mr. Bok will explain his reasons for founding these awards in a forthcoming issue of the *Atlantic Monthly*, saying in part:

"The day of the advertisement is certainly here.

"The world rewards the man who writes a poem or a book, or who paints a picture, in other ways than with the financial return which it brings to him. The beginning and end of life is, after all, not the material. The recognition of our fellowmen is very sweet to our senses. Nothing is more honestly stimulating to higher endeavor; no reward is quite so deeply satisfying. If the University can say, 'Well done,' to the writer of the editorial, the book, the poem, the play, would it not do much for the encouragement of another side of literature if the same encomium were given to the writer of the advertisement?

"It was perfectly natural that,

as it was fitting for Columbia University, with its School of Journalism, to offer awards for journalistic and literary endeavor, the mind should naturally turn to Harvard University, with its School of Business Administration, and its course therein devoted to advertising, to offer awards for the encouragement of a better quality of advertisement writing and presentation.

"In other words, the recognition of the fact that the day of haphazard advertising is over; that the advertisement must, in its structural quality, be regarded as a unit of effective art, and that thought in planning and execution must be an integral part of an advertising campaign. It is as a helpful factor in these aspects of the field of advertising that the Harvard Awards are, to the extent of their influence, created, and placed under auspices which ensure for them fairness of judgment and dignity of award."

A complete statement setting



## STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

*Layouts, designs, and Illustrations for every purpose in every practical technique.*

WRITE US FOR SAMPLES OR  
BETTER STILL ASK US TO CALL

## Three Times Grand Champion



Walcowis Ollie Hylaard, Grand Champion Holstein Bull at the Wisconsin State Fair in 1921, 1922 and 1923

The Janesville Gazette is interested in the agricultural development of its trade territory—Rock, Jefferson, Green and Walworth counties—the greatest dairy and livestock section in the United States.

Rock County has \$9,000,000 invested in good livestock and the other counties corresponding amounts.

County show herds were formed from the practical herds of Rock County farmers and sent out on a fair circuit, backed by this newspaper and other business agencies of Rock County. This collection of blue-blooded stock enabled Rock County to win the sweepstakes championship at the State fair, scoring more premium honors than any other county and winning the first prize on ribbons won on cattle.

Rock County has been the sweepstakes winner of Wisconsin three out of the last four years. It is the home of championship and blue ribbon livestock.

Livestock is but one of the wealth producing industries located in the Janesville market. Eighty different industries in Janesville alone. Tobacco and sugar beets also contribute to building up the buying power in the territory, covered by The Janesville Gazette.

Advertisers can afford to "sell" this rich market through The Janesville Gazette—send for free copy of our statistical survey, "A Rich Market."

## THE JANESVILLE DAILY GAZETTE

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,  
286 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.,  
1336 Peoples Gas Bldg., Chicago

Wonderful  
**WASH-ALL**  
The Complete Laundry



Washes, Rinses, Blues  
and Dries—all by the  
turning of a Dial Hand

## Something of a Misnomer

Time and again we have found that the term "Advertising Agency" holds a meaning that falls far short of what the modern advertising agency actually is and does.

The usual selection of media, writing and laying out of advertisements, checking and similar duties always will constitute one important phase of our services.

But our facilities for studying markets—our contact with a wide variety of selling problems—our staff of men, themselves grounded in selling through personal experience, and specializing in the study of sales promotion—these are some of the factors that greatly broaden the value of our services.

How we are helping our New York State clients with constructive work in the rapid and economical development of their *sales* is interesting.

**MOSER & COTINS** • Advertising  
UTICA, N.Y.

Member  
AMERICAN ASSOCIATION  
OF ADVERTISING AGENCIES



forth all details regarding the awards has been made by Dean Wallace B. Donham, of the Harvard Graduate School of Business Administration. The 'statement reads:

These awards are offered in the conviction that advertising wisely utilized, is a great economic power to broaden markets and decrease the cost of distributing goods, but, if unscientifically employed, is wasteful to the community. The focusing of public attention on the successful practical use of advertising through a recognition of meritorious work will, it is hoped, stimulate improvement in advertising, thereby making it serve business and society even more effectively.

#### SCOPE OF THE AWARDS

The prizes will be given for the best work in advertising within the terms of the several awards in accordance with the decisions of a Jury of Award appointed by the Dean of the Harvard Business School. Since from an administrative standpoint some limitation is essential, these awards are restricted to newspaper and periodical advertising and to advertising research done in the United States and Canada. Obviously, it will be impossible for the Jury of Award to survey the whole field of publicity. Consequently, in order to insure consideration, all advertisements and all manuscripts, when required, must be submitted to the Secretary of the Harvard Business School in accordance with the regulations set forth in this announcement. However, any advertising within the scope of the awards which may come under the attention of the Jury may be considered.

To the end that truth shall be recognized as a factor of greatest practical value in advertising, the Jury is instructed to lay particular stress on accuracy and fair statement in all manuscripts and advertisements considered.

#### PERIOD OF AWARD

For the current year in all awards, only advertising pub-

## Jobber and Retailer Support

**T**HE national advertiser should co-operate with the jobber and retailer by offering them a product known to have favorable selling opportunities in the territories which the wholesaler and retailer serve and by advertising in that territory win the jobber's support and the storekeeper's intelligent sympathy.

**Boston Globe**  
**Baltimore Sun**  
**New York Times**  
**Minneapolis Tribune**  
**San Francisco Bulletin**  
**St. Louis Globe-Democrat**  
**Philadelphia Public Ledger**  
**Des Moines Register and Tribune**

Information regarding these trade centers will be gladly furnished by the advertising departments of these papers, or

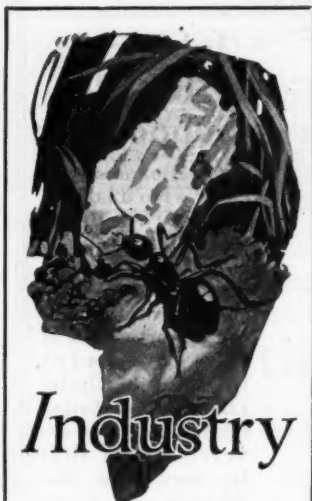
**GUY S. OSBORN**

**Incorporated**  
**Western Manager**

**CHICAGO**

**1302 Tribune Bldg.**

**DETROIT ST. LOUIS**  
**701 Ford Bldg. 401 Globe-Democrat Bldg.**



**N**O glacial sweep, no volcanic eruption has ever permanently checked life. Century after century the lesson holds true that nature abhors a vacuum, and rewards—industry. In few forms is nature more constantly at work nor more widely spread than in the ant.

Business depression, the ebb and flow of finance, even panics cannot destroy those organizations serving a public need, when every member and every phase of the organization is thoroughly at work.

For many years Gatchel & Manning have been making engravings for thorough people. We have pleased them and would like equally pleasantly to serve you.

**Gatchel &  
Manning, Inc.**

C. A. STINSON, JR.

**PHOTO-ENGRAVERS**  
Philadelphia

lished, or advertising research conducted wholly or in part during the period from October, 1923, to October, 1924, are eligible for consideration. In awards involving advertising campaigns where only part of the copy has actually appeared during the year the whole series of advertisements may be submitted, but only as part of the campaign and not for consideration for the individual advertising awards.

#### TYPES OF AWARDS

The awards shall be under three classifications—

*First: For distinguished personal service.*—A gold medal will be given to the individual who is considered by the Jury of Award to have done most to raise the standards of advertising through acts performed or brought to a culmination during the year. The Jury will include publishers as well as advertising men.

*Second: For planning and research.*—Three prizes of Fifteen Hundred Dollars (\$1,500) each for advertising campaigns or systematic research. These awards will be given for the best advertising campaigns and for the best advertising research which is believed by the Jury to be of practical or scientific value. Only advertising campaigns which have been directed primarily through the mediums of newspapers or periodicals may be submitted. These awards require submission of manuscripts as later described.

(1) *For a National Campaign.* This award will be given for the advertising campaign of the year which has come under the consideration of the Jury of Award, as the campaign most conspicuous for the excellence of its planning and execution which seeks publicity on a national scale or over a large territory for products or an institution.

(2) *For a Local Campaign.* This award will be given for the advertising campaign of the year which has come under the consideration of the Jury of Award as the campaign most conspicuous for the excellence of its planning and execution which seeks pub-

# "Boy! Fetch Form A!"

**B**ECAUSE every business is "different", ours is a flexible service, adapting itself to the special needs of each individual client.

Each business has problems peculiar to itself.

No cut-and-dried "Form A", however successful it may have proved in some particular instance, can possibly fit all cases.

Our line of action is determined solely by the facts disclosed by an intensive study of each business. Even in making this study we employ no set formula.



After deciding what ought to be done, we do it!

And into the doing, we throw the full service resources of this seasoned organization, without reservation and with instant response to changing conditions.

O yes! we have "Form A" on file. It's for reference, not reverence!



**JOHNSON, READ  
& COMPANY**  
INCORPORATED  
*Advertising*

202 SOUTH STATE STREET, CHICAGO

*Charter Member American Association of Advertising Agencies*



*Announcing*  
the appointment

*of*

**GLENN G. HAYES**

as Executive Manager  
in charge *of* our

**Agricultural Department**  
specializing in farm-business building



This appointment is  
in line with the pol-  
icy upon which this  
business is built—  
special service in  
the hands *of*  
specialists

**MCCUTCHEON-GERSON**  
**SERVICE**

64 West Randolph Street  
Chicago

21 Park Row  
New York

48 St. Martin's Lane  
London

licity in a relatively limited territory or in a single locality for products or an institution.

(3) *For Scientific Research in Advertising.* This award will be given for the advertising research of the year which has come under the consideration of the Jury of Award as most conspicuous because— (a) it has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program. Research connected with any advertising campaign which receives an award under (1) or (2) above will not be eligible also for this award.

*Third: For Distinguished Individual Advertisements.*— Four prizes of One Thousand Dollars (\$1,000) each for excellence in the technique of substance of particular advertisements which have come under the attention of the Jury of Award and which have appeared in established American or Canadian newspapers or periodicals.

(1) For the advertisement most effective in its use of English.

(2) For the advertisement most effectively accomplishing its purpose in a few words, with or without illustration.

(3) For the advertisement most effective in its use of typography.

(4) For the advertisement most effective in its use of pictorial illustration in any form.

#### GENERAL PROVISIONS GOVERNING THE AWARD

#### *Awards of Money to be Given to Individuals.*

In order to carry out the desire to encourage individual merit each money award accompanied by an appropriate certificate will be given to the individual responsible for the successful work. In the case of every entry, the name of the individual responsible for plan, copy, or illustration must be determined in advance of the final awarding, and any award will be given to the contestant thus formally accredited.



## FILM HEADQUARTERS

HERE YOU WILL FIND EVERYTHING PRETAINING TO THE USE OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND IDEAS DOWN TO THE MOST EFFECTUAL USE OF FILMS, WHETHER IT BE DISTRIBUTION THRU THEATRICAL OR NON-THEATRICAL FIELDS.

**BOSWORTH, DeFRENES & FELTON**

PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

The  
**Billboard**  
AMERICA'S FOREMOST **Weekly** THEATRICAL DIGEST

### THE CLAUQUE

Don't listen to the noise!

Truckling applauders can never create real enthusiasm.

Put an advertiser's zeal to the endurance test—

And The Billboard wins out every time.

Facts prove it.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

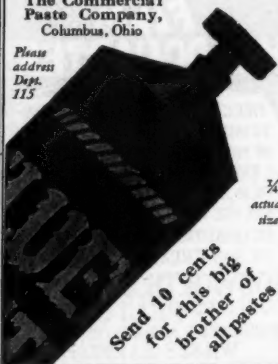
35 SO. DEARBORN | 25 OPERA PL.

Your top, right desk  
drawer should contain  
this big, Handy Tube of

## GLUEY Paste

The Commercial  
Paste Company,  
Columbus, Ohio

Please  
address  
Dept.  
115



Send 10 cents  
for this big  
brother of  
all pastes

### My Chemistry Plus Your Copy Spell Results in Foods and Toilet Preparations

My analyses supply advertising agencies with simply and definitely formulated data upon which to base sound copy policies.

They provide manufacturers with scientific material for publicity as well as advertising, and upon which educational campaigns can be built covering the consumer and the many centers of influence in foods and toilet preparations. My services are also available as technical copy critic. Write for full information and references. Distance no obstacle.



**HERMAN NAGEL**  
CONSULTING CHEMIST  
208 So. La Salle St.,  
Chicago, Illinois  
Phone Harrison 5940

*Certificate of Award also to be  
Given Firms or Corporations.*

An appropriate Certificate, and in the publication of awards, suitable recognition, will also be given to the firm or corporation with which a successful contestant is directly associated.

#### *Rules for Manuscripts.*

To ensure consideration by the Jury of Award, any individual or organization may submit manuscripts describing the planning and execution of a campaign, bringing out the reasons which were weighed in determining particular decisions made and lines of action followed. Presentation of the following basic elements in the planning and administration of any such campaign will be helpful to the Jury in its consideration of a manuscript.

(1) The market analysis or study upon which the advertising program was based.

(2) Particular problems met in adapting the advertising to marketing conditions and the methods used to meet these problems.

(3) The objectives chosen for the campaign and why these were selected.

(4) The choice of the advertising appeals as governed by the analysis of the product and the study of motives controlling possible purchases of the product.

(5) The reasons governing the preparation of copy and art treatment adopted.

(6) The method of determining the appropriation.

(7) The considerations governing the choice of mediums, including mediums reinforcing the newspaper and periodical advertising.

(8) The consideration of factors involved in scheduling the advertising.

For the award for Scientific Research in Advertising under the classification Planning and Research, sufficient evidence should be submitted to show the scientific basis and practical value of the research.

#### *Length of Manuscript.*

Manuscripts submitted must not exceed five thousand words, ex-



## The Housewife of Tomorrow

is reading your advertising signs today. How well will she know your product when she grows to womanhood and has a family of her own?

The above sign will probably be as familiar to her then as it is now because it's an "Ing-Rich" Sign of durable colored porcelain (fused into steel) and is guaranteed not to fade or rust for years to come. Many "Ing-Rich" Signs are still "on the job" after twenty-five years of service.

If you would like to know more about permanent "Ing-Rich" outdoor signs the attached coupon will serve you. Mail it now. No obligation.

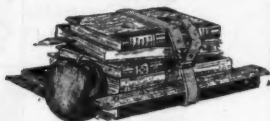
**Ingram-Richardson Manufacturing Co.**  
College Hill Beaver Falls, Pa.



**Ingram-Richardson Manufacturing Co.**  
College Hill, Beaver Falls, Pa.

Gentlemen: Kindly mail us a copy of your sign catalog for our files.

Name   
Company   
Address



## *Advertising in School Books*

THIS MONTH 20,000,000 children returned to school. They will learn their "Three R's" but, more than this, how to get along with their fellow-men and the world. They will form life-long habits and receive the indelible impressions of childhood. The greatest amount of their time will be spent in the schoolroom and with their School Books. Each day they will recite from their readers, histories or spellers. Each night before they go to bed they must prepare the next day's lessons from these books, often requiring the help of mother or father.

For four years it has been possible for us to place a limited number of advertisers in the back pages of School Books. Twenty national advertisers have taken advantage of this opportunity and some of these have repeated their contracts each year until today they are before as many as 3,000,000 children. Their trademarks and their names are making a never-to-be-forgotten impression and bringing into play for themselves the greatest influence in American homes today—the child.

Proofs of advertising pages typical of what have appeared in School Books will be sent on request.

### **EDUCATIONAL ADVERTISING CO., INC.**

*Exclusive Representatives of School Book Publishers*

**910 So. Michigan Blvd.  
CHICAGO**

**1133 Broadway  
NEW YORK**

clusive of advertising copy or other exhibits which may be appended.

Manuscripts must be typewritten on one side of plain paper. They must not be rolled or folded.

Manuscripts must not bear the name of the author or organization or contain anything by which the author or organization may be identified. Identification should be made by an accompanying letter addressed to the Secretary of the Harvard Business School which will not go to the Jury. Identification of the author or organization will in no respect be revealed to the Jury until an award has been agreed upon.

#### *Mounting of Advertisements.*

All advertisements submitted for awards must so far as practicable be taken from the run of press.

Advertisements should be mounted upon Manila Tag paper of the basis of 22½ inches by 28½ inches—100 lbs., on that one of the following sizes of sheets which each advertisement shall most nearly fit, viz:

- 20 inches x 25 inches
- 12 inches x 15 inches
- 9 inches x 12 inches
- 7 inches x 10 inches

For double-page spreads the mounting paper may be doubled in dimensions and then folded after mounting.

Each advertisement not incorporated as an exhibit with a manuscript should have attached an envelope containing the name and address of the individual to whom the award should go if the advertisement is deemed best by the Jury. It should not bear any other distinguishing mark which may identify the contestant.

*Manuscripts will be held confidential.*

All manuscripts will be held confidential by the Harvard Business School and the Jury of Award and will not be used or published without the consent of the author. Material submitted, however, cannot be returned to those submitting it on account of the practical difficulties involved.

#### *Time Limitation.*

All manuscripts or advertise-

ments must be received at the office of the Secretary of the Harvard Business School by 12 o'clock noon on October 10, 1924. Announcement of the awards for the year October 1923 to October 1924 will be made during the first week of January, 1925, or as soon thereafter as practicable. The Jury of Award may withhold at its discretion the awarding of any particular prize or prizes.

The Harvard Business School reserves the right to make any regulations which may become expedient in the administration of these awards or to modify the terms thereof.

#### *Jury of Award.*

The Jury of Award will be appointed each year by the Dean of the Harvard Graduate School of Business Administration from among business and professional men who by training and experience are considered especially fitted to serve as judges.

Address all communications to: Harvard Advertising Awards, care of The Secretary, Harvard Graduate School of Business Administration, Cambridge, Mass.

### Grayhurst & Scott, a New Advertising Agency

Grayhurst & Scott is the name of a new advertising agency which has been formed at New York by John W. Grayhurst and William P. Scott.

Mr. Grayhurst has conducted an advertising agency at New York under his own name for a number of years. Mr. Scott was formerly vice-president of the Berrien Company, New York advertising agency, now Goode & Berrien, Inc. He also has been with the Tracy-Parry Company, Inc., Philadelphia, as vice-president in charge of the New York office.

### White-Warner Account for Morse International Agency

The White-Warner Company, Taunton, Mass., manufacturer of Household and Quaker ranges, has placed its advertising account with the Morse International Agency, New York. Newspapers in the East and Middle West will be used for this account.

### "Hosiery Retailer" Appoints New York Manager

Philip F. Whitten, for two years with the *Hosiery Retailer*, Boston, has been appointed manager of the New York office of that publication.

## What Is the Sales Manager's Job?

(Continued from page 8)

suggestions from other department heads. After laying the thought carefully I was equally careful not to overdo it, because I wanted the department heads to become acquainted with the workings of the sales department by the process of mental interrogation. This, I felt sure, would show each department manager how little he really knew of his relation to the sales department or of the sales department's full range of activities.

Because my executive staff has exceptional brain calibre I knew that these men would not dismiss a thought merely because of the effort involved in finding out whether the thought would fit in with existing sales plans. Today, my problem is to make my department heads see the sales slant, not only in the majority of the

problems in which a sales slant exists for them, but to see it in all cases where it exists for them. This has meant a quiet continuation of the "Case system." It has necessarily prolonged my conferences with the sales manager in order that, without arousing suspicion, I might see whether he was still constantly receiving the questions and suggestions which inevitably must follow, when each department head is properly imbued with his sales responsibilities.

It is easy to see that I was simultaneously accomplishing two things, for the moment that I planted successfully ideas in the heads of the executive staff as a whole, it not only prepared the field for the sales manager, but it started a process of preparing the sales manager for the field. The very questions asked by the factory superintendent required the sales manager to test his knowledge of the workings of the factory. The sales manager was constantly

## FOR THE ATTENTION OF *Some National Advertiser or Agency*

SOME advertiser who feels that greater results should be had from his advertising appropriation, or an agency that has an opening for an account executive, might find the very man they seek by inviting fullest details of my qualifications.

I am now advertising manager of a Nationally advertised concern and would like to change only because I feel sure that somewhere in the advertising field there is an opportunity for a fuller use of my twelve years experience in retail and national advertising.

The concern whose advertising warrants a \$10,000 man will be interested in what I have to offer.

ADDRESS "E. R.," BOX 122, CARE OF PRINTERS' INK



## **An Unusual Market For Food Products**

Rhode Island, with a population of over 604,000 prosperous people concentrated in an area of only 1000 square miles, offers unusual possibilities to manufacturers and producers of food products. 97% of the State's population is Urban and only 3% Rural, so that practically every family procures all of its food products from one of the 1800 retail groceries or delicatessen stores in the State. These stores are served by 22 wholesale grocers and 25 produce dealers, with Providence as a distributing centre.

What about YOUR brand? How does it rank in this field and what are you doing to push it? A carefully determined merchandise plan together with a strong consistent advertising campaign in Rhode Island's great newspapers

## **The Providence Journal**

(Morning and Sunday)

and

## **The Evening Bulletin**

will materially increase your sales in this territory.

The all-day service of these papers at one rate (21½c per line flat) offers complete coverage of this entire market so necessary for the success of any national advertising campaign.

**Providence Food Show October 29-November 3**

### **Providence Journal Company**

*Providence, R. I.*

National Advertising Representatives

**CHAS. H. EDDY CO.**

NEW YORK

**R. J. BIDWELL CO.**

Pacific Coast Representative

San Francisco

Los Angeles

BOSTON

CHICAGO



# Kinks

## in the Campaign

A CERTAIN manufacturer was all but ready for his advertising campaign. His product was right. His distribution was thorough. His advertising plans were complete. But the most important link held up the campaign. The manufacturer hadn't found a suitable method of applying his trademark to his product . . . we ironed out this kink with Kaumagraphs.

\* \* \* \* \*

A hosiery manufacturer had spent thousands of dollars to popularize his product and his trademark. Sales mounted. Consumers demanded hosiery bearing his label. Yet his business was almost wrecked by unscrupulous dealers who transferred his label to inferior hose . . . we ironed out this kink with Kaumagraphs.

\* \* \* \* \*

A glove manufacturer advertised heavily. Sales mounted for a time. Then something happened. Investigation revealed a curious kink. Folks saw his advertising, ordered his gloves, liked them. But when the gloves wore out, the manufacturer's mark on the gloves had worn out, too. The wearer had forgotten the make, and didn't know what brand to re-order . . . we ironed out this kink with Kaumagraphs.

In each case it was a trademark kink that held up or slowed up the advertising campaign. In each case the Kaumagraph Company ironed out the kink—for that's its business, and has been since 1903.

For 20 years Kaumagraph Company has specialized exclusively in the design and application of trademarks.

In those years many trademarks, famous today, were born in the Kaumagraph Company.

Famous advertisers, groping for a way to apply their trademark, found in Kaumagraph the first effective method of identifying a product clearly, legibly and beautifully. Among a long list of well-known customers of Kaumagraph users, this group is typical:

McCallum	Corticelli
Van Raalte	Foerderer
Spalding	Wanamaker
Ipswich	Amoskeag

Perhaps your advertising campaign is held up or slowed up by a trademarking kink. Maybe we can iron it out. No obligation. Write to our headquarters in New York.

**KAUMAGRAPH COMPANY**  
211 W. 38th St., New York City  
Boston Chicago Philadelphia Charlotte, N. C.  
Paris, Ont., Canada Paris, France



asked questions to which he could not reply intelligently until he had asked questions.

When the collection manager came to me because all except legal measures had been used in connection with the overdue indebtedness of John Jones & Company, of Omaha, and wished to know the sales situation in Omaha, the sales manager saw that it had not occurred to him that he could have been of service in this and other cases of importance, by having a junior salesman working in nearby territory used as a personal extension of the collection department.

How do I cash in on sales managers? Purposely I have confined the illustration of the primary education in scope of duties to a single case. Already I have applied it in many, and have passed it along to many more. Out of thirty years of my gropings, with their consequent errors and mistakes, I have learned at no little cost certain safe and sound methods which I honestly believe to

be susceptible of adaptation all but universally. With the single exception of instances where the sales manager, by length of service and personality, can dominate without friction the informal control of the sales angles in all departments, I know that the field must be prepared for him. The "Case system" method which I have portrayed, I cite as most desirable, merely because it is the most desirable in the organizations in which I hold interests. One of my close friends, for example, has found it necessary to vary the method according to the individual department head. In more than one case he has been forced to insist upon attendance at courses in sales management, not for the sales manager, but for such department heads as the traffic chief.

The second important feature is the education of the sales manager to the functions and duties of other departments. Here, I sincerely believe that the process should be a slow one. Even in one instance where as sales man-

*For the desk of the  
Advertising Man,—  
to solve problems of  
attention getting.*

## LIGHT and COLOR

### IN ADVERTISING and MERCHANDISING

By M. LUCKIESH

*Director, Laboratory of Applied Science,  
National Lamp Works of General Electric Co.*

Dr. Luckiesh has put together a book touched with genius. It is a clear and fascinating study of the use of color and light as selling aids and as attention-getters. Advertising men find it suggestive of new ideas, a real business aid, original, and entertaining. Its pages contain the latest information on the subject and no advertising man can afford to be without this book.

267 PAGES 25 COLOR PLATES \$3.00



#### On Approval Coupon

Sign your name here:

and receive a copy of "Light and Color in Advertising" for ten days' "FREE Examination." Your signature means that you agree to either remit \$3.00 or return the book within that time. Then mail this coupon to

**D. Van Nostrand Co.**  
8 Warren St., New York

ager it was my fortune to be associated with an outstanding executive, quick to perceive and entirely willing to change his entire daily life to meet my suggestions, I found it a mistake to ask him seriously and constantly to study the workings of other departments. In talking the matter over with the head football coach of a prominent Eastern university, he found a simile in his own craft. "As an old-time football player you would know that I was unwise if I, at the start of the season, told the veteran quarter-back that I expected him that season to acquaint himself intimately with the correct offensive and defensive play of each man on the team, and the relation of the play of each individual to the team as a whole. You'd tell me, as I now tell you, that it is expecting too much in too short a time."

Proper environment for the sales manager is, therefore, my second step in cashing in upon

his potential abilities. By preparing the field for him, and in this process bringing before him many queries and many suggestions, inevitably stimulating both imagination and desire for knowledge, I feel that I am providing exactly the proper environment for the permanent acquisition of worthwhile knowledge. By directly focusing the thoughts of the sales manager upon certain phases of the work of other departments my knowledge of the business as a whole enables me to lay down a digestible diet. My part in the environment is really a dual rôle. In one capacity I point to the type of knowledge to be acquired regarding separate departments. In my other character I endeavor to surround our sales managers with a conception of the business itself—its purposes, its problems and its rewards.

The third step is the encouragement of informal over-stepping of boundaries—usually by consent. It is my firm belief that no manage-

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## Experienced High Powered Sales Executive Seeks Connection in Food or Specialty Field

A man of 43—broad, general business experience; owner of successful retail business for 15 years; then up the ladder. Branch manager, assistant sales manager, general sales and advertising manager, vice-president and general manager—all this with two of the country's leading food product concerns.

A convincing, energetic and resourceful executive, familiar with marketing problems throughout the country, but for the past few years engaged in intensive sales work in Eastern markets.

Now open for executive association with successful concern with preference for sales direction. Also willing to make a substantial investment in growing concern of proved merit.

Address "H. W.," Box 124, care of Printers' Ink.

# Multiplying Art—Not Reproducing It

is now made possible by this new, patented Postergraph process. Artists are its most enthusiastic boosters because Postergraph retains the artist's technique and method of expression, without the stiffness of lithographic re-drawing or the flattened and deadening mechanical effect of the halftone dot.

Your paintings that the old line lithographers claimed could not be done in less than seven, eight and nine printings can now be multiplied in five, six or seven colors.

This message of economy of time and money is brought to you by this booklet "Why Should I Use Postergraph?"

Sent to executives on request, without obligation of course.

\*\*\*

## POSTERGRAPH COMPANY *Offset Process Lithography*

1270 Ontario Street

Cleveland, Ohio

GEO. M. LANING, *Manager Chicago Office*  
168 N. Michigan Boulevard State 4926

C. O. LANGLOIS, *Manager New York Office*  
518 World Building Beckman 1592

Roger W. Babson Says—

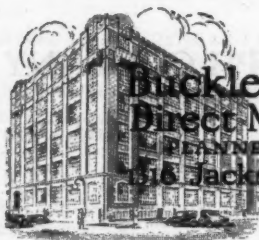
*“Conditions Require  
Selective Selling”*

Present economic conditions demand that you select your markets with the greatest possible care, and then concentrate thereon. We will help you to secure lists of your most likely markets.

Buckley, Dement & Company will also help you to concentrate on these markets with an effective and intensive Selective Selling campaign.

We will plan a direct mail campaign for you that will go into your selected market and come back with orders or the names of those prospects who are interested in your proposition. And we will handle all production, such as art work and printing, in our own plant. Advertisers employing our organization are relieved of the annoyance of scattered details.

*May we help you do more  
effective selective selling?*



**Buckley, Dement & Co.**  
**Direct Mail Advertising**  
DESIGNED-PRINTED-MAILED  
116 Jackson Blvd ~ Chicago

ment is a success that does not seek to increase the importance and the scope of activities of each department. In many cases this can only be done by arranging matters so that boundary lines are elastic. This can safely be done only informally and by consent of the rulers of the adjoining principalities.

#### WHAT TO DO WHEN DISAGREEMENTS ARISE

As a matter of business theory, when one department head feels that he is handicapped by the activities of another department, he should approach the department head involved and endeavor to come to an understanding. Failing in that, the matter should be laid before the proper management official. In the great majority of cases I have found that disagreements have been simple to decide from the standpoint of the welfare of the business as a whole, but extremely difficult to decide because of the issue of pride involved. It is only when two department heads realize their inter-relations that the management is free of these petty but difficult problems. Consequently, the third factor, which involves peaceful invasion by the sales manager of the provinces of other departments, must follow the preparation of the field for the sales manager along the lines that I have described, and the preparation of the sales manager for his field, so that he does not propose the preposterous, nor lose caste by suggesting the absurd.

The fourth and last factor is the most difficult. To cash in on a sales manager he must know how to use knowledge. He must be taught to translate traffic facts into dollar profits. He must be taught to scent dollar profits in a financial statement. He must be close enough to the factory so that when price advances are impossible he can at least weigh the several processes of cost reduction by changing products. The one best way to cash in on sales managers is to have their thoughts based on the whole business, and

## YOUNG MEN WANTED

There are openings for 4 or 5 young men—between the ages of twenty-four and thirty-two, who have a personality and physique that would qualify them for salesmen, in both our Advertising and Sales Departments.

No previous experience in our industry is necessary, but they should have some experience in selling, or contact with advertising.

We are one of the largest producers, in one of the largest, fastest growing industries, and are national advertisers of prominence.

With branches throughout the country we offer exceptional opportunities for the young man who is at present employed, but feels his opportunities are limited and wants to build for the future.

Apply in your own handwriting, stating age, experience, salary desired, and present employers. Add any facts which might aid in bringing your application favorable consideration. Applications will be confidential.

Address "B. M.," Box 120, care of Printers' Ink.

## Unusual Sales Opportunity

What every Sales Manager and Salesman dreams of—"A product greatly needed in all lines of business and which has never before been marketed; the only one of its kind in existence and sold at a price within reach of all," is ready after twelve years of preparation, for distribution.

Territorial franchises will be granted in the following cities to those who are able to show conclusive proof of sales success and financial responsibility.

Boston, Philadelphia, Baltimore, Washington, Richmond, Charlotte, Atlanta, Birmingham, New Orleans, Dallas, Tulsa, Los Angeles, San Francisco, Portland, Seattle, Denver, Des Moines, Kansas City, St. Louis, Louisville, Minneapolis, Chicago, Detroit, Cincinnati, Cleveland, Pittsburgh, Buffalo, Rochester.

Those who are successful in obtaining one of these franchises will indeed be fortunate, as the earning possibilities are unlimited and the connection will last a lifetime. Give full particulars regarding yourself in your reply. Address "G. T.," Box 123, care Printers' Ink.

## Advertising Manager

A Canadian Manufacturer with headquarters at Montreal, the Pioneer in this field, marketing a specialty sold through the Drug, Grocery and Hardware trade, with excellent distribution from Coast to Coast, requires as Advertising Manager one fully qualified to take charge of Advertising and Sales—with ability and vision to seek out and develop new uses and markets.

Address "J. A.," Box 125, Printers' Ink, 185 Madison Avenue, New York City

### WANTED

## Something More to Manufacture

If your time is worth more concentrated on merchandising than on manufacturing—or if you can cash in on a quickly increased production, your most acute problem may be solved by getting in touch with the engineering heads of one of our

## 5 Production Plants

Five unusually well-equipped plants, recently enlarged, manufacturing a score of nationally distributed and widely diversified products, in metal and in wood, are placed at your immediate disposal.

We like to make estimates.

"P. E. C.," Box 127, Printers' Ink

to have prompt and correct action based on these thoughts.

This may sound academic. But it is the nugget resulting from the smelting of thirty years' merchandising experience.

### Championship Bout Makes Timely Copy for Binoculars

"Dempsey vs. Firpo, Every seat a ring-side seat," was the caption employed by Harold M. Bennett, United States agent for Carl Zeiss binoculars in advertising that product in newspapers prior to the recent sporting event. A cut showing the view from a distant seat and as magnified under the glasses further emphasized the point made in the caption.

### Bridgeport Brass Planning Institutional Campaign

The Bridgeport Brass Company, Bridgeport, Conn., brass and copper products, plans to conduct an institutional advertising campaign on the completion of an advertising department which is now being organized.

A. D. Guion, assistant publicity manager of the company, has been advanced to the position of publicity manager.

### G. W. Weippiert Forms New Service

A business research service has been instituted by G. W. Weippiert and Associates, Chicago, a new organization. Special reports and advice on business matters and the preparation of advertising campaigns will be some of the functions of the new company. Mr. Weippiert was formerly editor of the *Manufacturers' News*, Chicago.

### Eclipse Furnishes Copy for Elgin Watches

The Elgin National Watch Company, Elgin, Ill., in large newspaper space, took advantage of the recent solar eclipse to point out its value to astronomical research and the importance of Elgin watches to the astronomer. An illustration portrayed a total eclipse of the sun.

### Advertising Summary Correction

The advertising lineage for *Woman's Home Companion* was erroneously given in *PRINTERS' INK's* Summary of Advertising in magazines for September as 40,362 lines. The correct figure is 35,940 lines.

### "Architectural Forum" Moves

The Rogers & Manson Company, Boston, publisher of the *Architectural Forum*, has removed its offices from that city to New York.

*The Nordlie Way*  
**CORRECT MERCHANDISING  
 THROUGH  
 DEALER TO CONSUMER**



**PRINTING CRAFTS BUILDING  
 461 EIGHTH AVENUE  
 NEW YORK  
 TELEPHONE LONGACRE 5487**

# CHARLES **NORDLIE** COMPANY

## SALES EXTENSION CAMPAIGNS

**INTENSIFY**  
 LOCAL MARKET CULTIVATION  
 THROUGH DEALER CO-OPERATION

**EDUCATE** both dealer and consumer  
 to the desirability of your  
 product.

**IDENTIFY** the dealer as the salient  
 point of human contact  
 with the ultimate consumer.

**CO-ORDINATE** all the units of Ad-  
 vertising Direct-to-  
 Dealer and from dealer to consumer in a  
 powerful and purposeful selling force.

**COMPLETE** the link between National  
 and Local Advertising  
 and create **SALES** by personalizing the  
 market in which they operate.

*The dealer needs help—is entitled to it—  
 is anxious to receive it—and will repay it.*

Consult an organization of specialists trained in merchan-  
 dising, planning, copy-writing, art work and production.

**"PRODUCTION PRODUCES"**



# Change of Ownership of the Indiana Farmer's Guide

On September 10, 1923, control of the Indiana Farmer's Guide passed from Ben F. Biliter, who founded the paper and brought it to its splendid position in the agricultural field, to B. Kirk Rankin, owner of the Southern Agriculturist.

Mr. Rankin will continue the publication of the Guide at Huntington, Ind., with the old organization, under the general management of Wm. G. Campbell, who has been for several years Executive Secretary of the Agricultural Publishers' Association.

## Indiana Farmer's Guide

Huntington, Indiana

**B. KIRK RANKIN, *Publisher***

# Winning Dealer Co-operation with Moving Posters

Dairies Order 100,000 Posters from a Milk Bottle Manufacturer in a Period of Two Weeks

ALTHOUGH the advertising campaign of the Thatcher Manufacturing Company, Elmira, N. Y., was started in June, and definite results were not expected for at least six months, it has developed a remarkable degree of interest and co-operation among the 14,000 dealers who use the company's product. And the company states that the unusual attitude of the dealers is largely responsible for the profitable results that are already apparent.

This advertising campaign comprises a series of full, half and quarter pages of general magazine advertising, and a series of pages in trade publications and several letters and folders to a list of all dealers.

The intention of the advertising is to increase the use of Thatcher bottles for milk. The slogan, "A bottle of milk is a bottle of health," is featured in all of the consumer advertisements, the appeal is distinctly one to encourage the consumption of more milk, and the Thatcher bottle is recommended in the copy because it is accurately made and always contains a full quart.

When the campaign was planned, a strong tie-up with dealers was one of the first considerations. Newspaper advertising, to be paid for by the dealer, was prepared; but comparatively few milk dealers are in the habit of advertising in local papers. Practically all advertisers among the company's customers expressed a willingness to run the series, and a few others agreed to co-operate in this way; but the number was not large enough to make this influence a large factor.

Another appeal was vastly more popular. It is what the company calls its "moving poster," and is now being used by practically all of the dealers who buy Thatcher bottles. The poster measures

twenty by thirty inches, is vividly lithographed in five colors, red predominating, and illustrates a quart bottle of milk served with several luncheon dishes. The slogan is printed across the top, and at the bottom of the sheet in smaller lettering, "We Use Thatcher Milk Bottles. When they say a quart they mean it."

## HOW POSTER IS USED

The main purpose of the poster is to paste on the rear panel of the conventional milk wagon; but the company also suggests that it be placed in windows and put up on billboards. A circular letter and four folders were prepared to announce the campaign and secure orders for posters, and the letter, followed in several days by the first folder, produced orders for more than 100,000 posters.

The letter, with its return card, was responsible for most of the returns. "When we have anything worth telling," its first paragraph states, "we want to tell it to you. When we have anything worth giving we want to give it to you. Hence this letter and poster."

The copy then announces the consumer advertising campaign and briefly defines its purpose, outlining the series of advertisements. It emphasizes that the intent is to aid the industry, that the company is a part of that industry and wants to do its share in helping it on and aiding the dealer to build up his trade. Then it continues:

"The poster attached will do you a lot of good if you will display it in your windows and on your wagons. It's good-looking, isn't it? And we think you will agree that it will advertise your bottled milk just as forcefully as it advertises Thatcher honest-measure Bottles. Be sure to use it!

"You may have more of these

posters free if you will but fill out and send the attached postal card at once. Sending for as many posters as you like entails no further obligation other than their judicious use where they will be seen and do the most good. Send your poster order in today. Use the postcard attached right now and be sure of getting your posters."

The total of 100,000 posters ordered was reached about two weeks after the letter was mailed. That was the last checking up; but since then many thousands of posters have been reordered, and first orders are still coming in. The company reports that this result is one of the most gratifying possible to attain.

The Thatcher salesmen are enthusiastic. The advertising campaign and the reaction of the dealers have been remarkable, stimulating to the entire organization. Distributors' salesmen have expressed a growing interest and report that Thatcher Bottles are

easier to sell. And several thousand dealers have written that their business is being benefited by an increasing demand for milk.

Recently, a representative of the company said that the influence of the advertising is already being expressed by an increasing volume of orders, but that the company, just now, is more interested in the attitude of the trade.

"If the campaign so far," he continued, "had done nothing besides securing this dealer interest, it would have been of great value to us. Our experience is only another proof of the fact that dealers will always give their hearty co-operation when a manufacturer honestly attempts with his advertising to increase their business. Most conservatively estimated, our dealers are giving us a daily circulation of a least ten million on our moving posters. And never before have they evinced such an interest in our organization and our product."

## The Exclusive Sales Agency

Several well-known manufacturers discontinued their plan of exclusive agent distribution during the last year. Others contemplate doing so. A third group remains firmly rooted to this distribution method.

PRINTERS' INK and PRINTERS' INK MONTHLY have carried many authoritative discussions on this sales subject. Forty-five articles describing the experiences and policies of leading manufacturers have appeared, among them being the following organizations:

The Boston Molasses Co.	The Pneuvac Company
The L. J. Mueller Furnace Co.	Schulman & Hauptman
The Hoffman Heater Company	Home Furnishing Styles Ass'n
The Mallory Hat Company, Inc.	Winchester Repeating Arms Co.
Merrell-Soule Co.	United Drug Co.
The Laundryette Mfg. Co.	The Beaver Board Companies

You can secure a copy of this list by writing our Research Department on your business stationery.

**THE PRINTERS' INK PUBLICATIONS**  
185 Madison Avenue New York

# Paying Panama Tolls

One-half the tolls collected by the Panama Canal is being paid by commerce from the port of Los Angeles.

More than 2,000,000 tons a month is the total, paying \$800,000 of the Canal revenues. The increase for the first four months of 1923 over the same period of 1922 was more than five million tons; the increase in value was more than a hundred million dollars.

Does this convey to you that prosperity is permanently lodged in Los Angeles and the Pacific Southwest?

Los Angeles Examiner circulation is keeping pace with the rapid growth in population—

Daily, 160,000      Sunday, 350,000

The excellent Merchandising Service Department is functioning 100%.

Write us about your plans.

**Los Angeles Examiner**

Broadway and Eleventh, Los Angeles

Pacific Coast Representative: Telephone Garfield 3858  
571 Monadnock Bldg., San Francisco.

Eastern Representative:  
1819 Broadway. Telephone Col. 8342. New York City.

Western Representative:  
915 Hearst Bldg. Telephone Main 5000. Chicago.

**The  
Williams Printing  
Company**

**Eleventh Avenue, 36th to 37th Streets  
New York**

**Announces the Appointment  
of**

**WILLIAM N. JENNINGS, JR.**

**as**

**SALES MANAGER**

## New England Advertising Convention Program

**"NEW ENGLAND Aroused"** has been selected as the keynote of the fourth annual convention of the New England Association of Advertising Clubs which is to be held at Portland, Me., September 23, 24 and 25.

The convention will open with an afternoon session on September 23 which will be presided over by R. A. Toomey, president of the Advertising Club of Worcester, Mass.

Fred Hamilton, general convention chairman, will be chairman of the first business session which will be held during the morning of September 24. The delegates will be officially welcomed by Hon. Percival P. Baxter, Governor of Maine; Hon. Carroll S. Chaplin, Mayor of Portland; John Calvin Stevens, president, Portland Chamber of Commerce, and Harold O'Keefe, president of the Portland Advertising Club.

A response to these addresses will be made by Chester I. Campbell, president, Pilgrim Publicity Association, Boston, and chairman for the New England District of the Associated Advertising Clubs of the World.

Cyrus H. K. Curtis, president, Curtis Publishing Company, Philadelphia, and Lou E. Holland, president, Associated Advertising Clubs of the World, will speak at this session.

The afternoon session on September 24 and the morning session on September 25 will be devoted to rapid-fire talks on "How We Build New England Business." After each speech, delegates will be allowed five minutes for questioning the speaker.

The speakers and their subjects at the first of these sessions will be: Alfred C. Fuller, president, Fuller Brush Company, Hartford, Conn., "Brushes"; Richard Freeman, Frank E. Davis, Fish Company, Gloucester, "Fish"; Watson M. Gordon, S. D. Warren Company, Boston, "Paper," and Dr. George F. Tucker, Aetna Life Insurance Company, Hartford, "Insurance." Edward L. Greene, manager, Boston Better Business Commission, also

## Available as Advertising Manager of a Concern Manufacturing

### TECHNICAL PRODUCTS

—a Mechanical Engineer who in recent years has been Asst. Adv. Mgr. of an industrial organization of international importance, (2) Adv. Mgr. of an electrical mfg. company, (3) Technical Executive in an adv. service company; and, lastly, Adv. Mgr. of a very prominent mfg. company.

*At the age of 34, he has attained the front rank in a difficult field, as a result of successes in national and special campaigns based on intimate knowledge of fundamentals of planning and details of execution—combined with energy, vision, managerial ability, a background of culture, and recognized creative power.*

He desires to locate in New York City and to take charge of the advertising and marketing problems of a concern which estimates the value of such services at not less than \$8,000 a year. Will do so in any agency, if required.

Address "N. E.," Box 130,  
Printers' Ink

**If you know the man or woman we describe below, please do him the favor of sending him this adv.**

**We can offer opportunity to the right Editor**

A magazine that circulates in the small towns needs a man to be coming along as sub-editor, with a view of landing the editorship.

He should be a man (though "he" may be a woman) who was born and has lived part of his life on a farm or in a very small town.

He should have had a good all-round training in editorial work—should know something about giving a magazine looks, interest, appeal.

He should have ideas—and executive ability.

This man would be paid a reasonable salary at the start and given an open path toward the top, where he would have a position that is above the average in salary and satisfaction.

Write fully your history, experience, qualifications and starting salary. Address "L. C.," Box 128, care of Printers' Ink, 185 Madison Avenue, New York City.

## ASSISTANT BUYER

**BUYER'S ASSISTANT** for men's furnishings in a large retail establishment in Philadelphia. Must know thoroughly the merchandise and the market for medium-priced trade in this line, and possess the snap and ability to eventually qualify for a higher position. Address in confidence, stating age, qualifications, and previous connections,

### BLOOMINGDALE WEILER ADVERTISING AGENCY

1420 Chestnut St., Philadelphia, Pa.

Send 4 Cents  
in stamps for latest  
proof sheets of

### REDI-CUTS

Corking good stock illustrations for Advertising, House Organs, Publications, etc.

MONARCH STUDIOS  
341 5th Ave., New York



### EVENING HERALD

Los Angeles, Cal.

**Gains 20,347 Daily**

Average Circulation

Sworn Government Statement, Six Months Ending March 31, 1923.....	166,300 daily
Six Months Ending Sept. 30, 1922.....	145,953 daily
Increase in Daily Average Circulation.....	20,347

**It Covers the Field Completely**

Representatives:

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
5 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

will speak on "What New England Retailers Need." The chairman of this session will be David R. Osborne, president, Springfield, Mass., Advertising Club.

The speakers at the morning session on September 25, who will continue discussions on the theme of "How We Build New England Business," will include: H. L. Harding, United Drug Company, Boston, "Drugs"; Walter F. Wyman, Carter Ink Company, Cambridge, "Ink," and Dr. W. E. Elwell, vice-president and treasurer, Burnham & Morrill Company, Portland, "Canning." Walter Camp, New Haven Clock Company, New Haven, will talk on "Keeping Fit for Business," and John Howie Wright, editor and publisher of *Postage*, New York, will speak on the subject of "How to Get Better Results from Direct Advertising." E. J. Cooney, president, Lowell, Mass., Advertising Club, will be the chairman of this session.

The closing business session will be held on the afternoon of September 25 and will be presided over by J. W. Longnecker, president, Hartford Advertising Club. The speakers and their subjects at this meeting will be: Everett E. Salisbury, Atlantic Mills, Providence, "New England's Opportunity"; Judge Benjamin Cleaves, secretary, Associated Industries of Maine, "Advertising and New England Industry"; J. Clyde Marquis, director of information, Department of Agriculture, Washington, "Advertising and New England Agriculture"; Frank A. Black, Wm. Filene's Sons Company, Boston, "Retail Advertising," and Dr. Christian Reischer, New York, "An Open Door for Service."

The principal speakers at the dinner will be: E. St. Elmo Lewis, vice-president, Campbell-Ewald Company, at New York; Dr. S. Turner Foster, New Haven, who will speak on "The World's Greatest Salesman," and Lou E. Holland, president, Associated Advertising Clubs of the World. The toastmaster will be Professor Austin H. McCormick, Bowdoin College, Brunswick, Me.

### Reed Furniture Account for S. C. Baer Company

The Ficks Reed Company, Cincinnati, O., manufacturer of reed furniture has placed its advertising account with the S. C. Baer Company, advertising agency, also of Cincinnati.

### Glenn G. Hayes Joins McCutcheon-Gerson Service

Glenn G. Hayes has been appointed executive manager in charge of the agricultural department of the McCutcheon-Gerson Service, Chicago.

# A Better Buy Than Ever

**W**ITH the September issue Farm Life increased its advertising rate from \$5.00 to \$6.00 a line, guaranteeing more than a million circulation.

It is significant that the September and October issues carry a greater lineage than any corresponding issues in the history of the publication.



## THE FARM LIFE PUBLISHING COMPANY

*Advertising Representatives*

### THE JAMES M. RIDDLE COMPANY

New York Chicago St. Louis Atlanta Detroit  
Kansas City San Francisco

SPENCER, IND.  
**FarmLife**



## This Is Open

We require an account executive, an experienced agency man who knows merchandising, has planning ability and really can write copy. Tell us your record, your salary, and if possible send photograph.

**The John S. King Company**  
Cleveland, Ohio

## A BARGAIN IN A PERFECTING PRESS

No, it is not "nearly new" but really old! The owners have no exalted ideas about its value. It will need repairs, but when repaired, it can save some one a lot of money. It prints, pastes and folds at one operation from a roll 22 inches wide, and delivers a sixteen page paper, size 11 by 15, at the rate of three or four thousand an hour.

The owners have kept the press as an emergency spare, for some years, unused, but now they need the room it occupies. It can be seen upon application to The Sunday School Times,

1031 WALNUT STREET, PHILADELPHIA, PA.

## WANTED A Sales Organization

The inventor of an electrical appliance for household use desires to make suitable arrangement with a high-class sales organization. The product is unique with no competition in its field. The concern I am looking for must be able to finance the marketing of this device. I will sell the patent on a royalty basis. Ready to start manufacturing immediately. Write for full particulars. D. P., Box 121, Printers' Ink.

## High School Students

30,000 names in Greater Boston. 5,000 outside of Boston. Any classification—by school, class, boys or girls. An unusual and valuable list.

Send for Mailing List Data Sheet

**Sampson & Murdock Company**  
247 Summer Street, Boston, Mass.

## Kaustine Company Planning New Magazine Campaign

The Kaustine Company, Inc., Buffalo, manufacturer of septic tanks and other sewage disposal systems for use in districts lacking sewage advantages, has been running a campaign in national magazines since the first of this year.

The company reports that this campaign has been very successful in producing inquiries which are turned into sales through plumbers and other dealers, thus not only increasing their sales, but giving them a new standing with dealers. For this reason plans are being made for a 1924 magazine campaign on somewhat broader lines.

In its magazine advertising the Kaustine company sells the thought of a Kaustine system for the country home. The same thought is carried out in the company's advertising in national farm publications, with the illustration and text more adapted to the farmer.

The Kaustine Company also uses direct-mail advertising for reaching special fields, such as the mining field.

This advertising is directed by the Moss-Chase Company, Buffalo advertising agency.

## Ties Up Fruit Preserving Time with House Painting

A tie-up of fruit preserving time with house painting was used in the newspaper advertising of James P. Wilson & Son, Inc., Philadelphia painters. At the top of the copy appeared an illustration of three preserving jars, "preserved" in each of which was either a house or a garage.

"Preserving Time Is Painting Time," read the caption over the text which said: "Winter is only a few months away. Let Wilson preserve your house from the ravages of snow and sleet that are sure to come."

## H. R. Lister, President, Blackstone Institute

Harold R. Lister has been elected president of the Blackstone Institute, Chicago correspondence school of law and accounting. He will take general charge of all sales and advertising for the institute which is planning an advertising campaign. Mr. Lister was at one time secretary and advertising manager of the Blackstone Institute. More recently he has been advertising manager of the International Accountants Society, Inc., Chicago.

## Making Gas Tubing Campaign in Newspapers

The Atlantic Tubing Company, Providence, R. I., is using newspaper space to advertise Gaspruf gas tubing to the consumer for use with lamps, stoves and flatirons. Quality and safety are emphasized, and the consumer is advised to ask his dealer or the gas company about the tubing.

***A fellow down at Macon stated under oath that he hadn't worked in thirty years—said he didn't have to. Lucky dog!***

☞ Just the same, I'll bet when night comes he is thoroughly worn out.

☞ Would you send a salesman to see a client late in the afternoon, providing he could go during the morning hours?

☞ Are you, yourself, in a buying mood late in the afternoon— isn't it a poor time to strike you?

☞ Would you send a house-to-house demonstrator along about the shank of the day to talk to the women of the households in Atlanta? If such a demonstrator got his foot in the crack of the door he would be in luck.

☞ After a woman has struggled all day long with household affairs she is entitled to a rest—and she takes it.

☞ Why make it hard on your advertising? Why expect it to do something that is contrary to general rules of life?

☞ Before six o'clock in the morning, the Constitution is delivered by carrier into every worth while home in Atlanta. It is delivered by carrier into 3261 more city homes than any other paper.

☞ After a good night's rest the mind is clear and in a receptive mood. It is the best time to accomplish sales.

JIM HOLLIDAY.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY.  
President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Illinois Merchants Bank Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building, Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
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Ralph Rockafellow  
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D. M. Hubbard  
London: Thomas Russell

NEW YORK, SEPTEMBER 20, 1923

## Look beyond Transient Conditions!

Dr. Albert Shaw, writing in the September *Review of Reviews*, makes this statement: "A general criticism that might be passed upon nearly all of the European arguments, whether of prime ministers or of political writers, is that they insist upon making temporary conditions the basis of permanent settlements."

What Dr. Shaw says applies not only to politics and diplomacy, but it is also directly applicable to economics and to business. Business men are entirely too prone to be disturbed by temporary conditions and to adopt more or less permanent policies as a result of an ephemeral situation.

We saw examples of this on every hand during the war and in the neurotic period following it. Under the influence of war orders,

companies built massive factories which they should have known they could not maintain under normal conditions. These factories have been a source of embarrassment ever since and have been the cause of over-production in many lines. Other concerns switched into products quite alien to their regular lines and have been trying to retain these orphan products in competition with manufacturers who have been making such products for many years.

Or let us suppose that crops are bad in a certain State. Because of that temporary condition, some manufacturers will greatly enlarge the territories of their salesmen in that section or perhaps withdraw their representatives. Again they may stop selling retailers direct in that territory; although that plan had always been found satisfactory. Or they may discontinue their local advertising in that territory. All or several of these expedients might be advisable to adopt temporarily, but too often they are left in force permanently although the crop failure that caused them may have been the only one the State has experienced in years.

Developments are taking place constantly that force manufacturers to make a sudden shift in their plans. A freight embargo, a coal strike, an unusually severe winter, an epidemic, the rise of violent local competition and a hundred and one other things that affect business, may cause a manufacturer to alter his policy temporarily, but he should not let this momentary situation influence him permanently.

Too frequently advertising is made the butt of a transient condition. Something goes wrong and the advertising program is postponed, curtailed or discontinued. Advertising cannot work properly when impeded in this way. The essence of advertising is consistency and regularity. If the advertising plan is shunted to a side-track every time that some fleeting problem comes along, it never will get to its destination.

### **The Bok Awards — Ammunition for Legislators**

Complete details of a series of eight annual awards for the best newspaper and periodical advertising that Edward W. Bok has founded, and that the Harvard Business School will administer, are given elsewhere in this issue of **PRINTERS' INK**.

It is especially interesting to observe that in offering these annual awards he has stipulated that truth shall be recognized as the factor of most practical value in advertising. To this end in making awards juries will be instructed to lay particular stress on accuracy and fair statement.

It seems but a few years ago that **PRINTERS' INK**, desirous of preserving the force and strength of advertising, brought forth its Model Statute as deterrent to those who abuse and misuse advertising. That was in 1911. Today the Model Statute is part of the legislation of twenty-two States and in its wake have followed the National Vigilance Committee and its thirty-seven affiliated Better Business Bureaus which see that the law is enforced.

But, while **PRINTERS' INK** is glad to give Mr. Bok full credit for the good features of his plan, we deplore certain other features which are not at all in the interest of advertising and publishing. For example, it is highly unfortunate that he should have given wide publicity to the grossly inaccurate figures purporting to show how much money is spent in the various divisions of advertising. No one can prove that \$20,000,000 is being spent in "window displays" or \$24,000,000 in "demonstrations" or \$300,000,000 in "direct-by-mail" advertising, etc. Such figures are the merest guesses and are harmful to the industry at large in that they invite an attack upon advertising by radical legislators.

Mr. Bok furnishes precisely the kind of ammunition that antagonistic Congressmen can use when once more attempting to levy a special tax on all forms of advertising.

### **Brand Names on Bulk Goods**

When merchandise is retailed in bulk form, though the original package may have been trade-marked, it is very difficult to get retailers to carry the trade-mark through to their bulk display.

This is an injustice from which the producers of quality goods of this kind have long been suffering. The injustice is especially prevalent in the retail selling of fresh fruits and vegetables. Not one woman in a hundred knows what variety of carrots she is getting. Or take potatoes. Plant breeders are constantly striving to perfect breeds of potatoes. Seedsmen are sedulous in promoting good seed. Growers are tireless in trying to produce potatoes of extra quality. And yet when potatoes are sold at retail, they are usually offered as just "potatoes" or maybe as "new potatoes."

In his book, "Gardening with Brains," Henry T. Finck delivers himself forcefully on this subject when he says:

The outstanding fruits in the late autumn are apples and pears. It is gratifying to note that there is a growing tendency to label these two kinds of fruit, especially when they come from the far West. Retailers, of course, always know what they get from the wholesalers, but until lately they were not particularly anxious to pass on their information to the consumer. Too often the consumer's gastronomic education has been neglected; he looks upon the apple when it is red and thinks one is as good as another; but it isn't, any more than a copper coin is as good as a dime, or a silver dollar as good as a twenty-dollar goldpiece.

Many folks say that they do not like apples or plums or persimmons or pears or something else, whereas the truth is they became prejudiced by reason of eating an inferior variety of these fruits. Then, too, different persons prefer different types of fruit. They should be given an opportunity to select their preference. Apples should be marked Jonathans or Grimes Goldens or Spitzenbergs or Delicious or whatever the variety is so that the lovers of these particular types will know exactly what they are getting.

This, of course, is a hard merchandising problem to handle. It is always difficult to control the retailing of bulk goods. The problem, however, is not insurmountable. One thing growers could do would be to pack brand and variety cards with their crops. Another thing that would help is to try to develop a larger original package business with the ultimate buyer, such as getting people to buy apples by the box. But probably the most satisfactory plan of all is, through advertising, to make consumers of fruits and vegetables brand- and variety-conscious. Once a man knows that it is a Jonathan apple that he wants, he is going to demand that kind from his dealer. It is the old question of creating demand all over again.

### **The Phantom of National Distribution**

There is a certain type of manufacturer familiar to many agency representatives and space salesmen. An occasional advertisement in some nondescript medium keeps his name alive on scores of prospect lists. He has a good product and his business is a long-established one. But almost every year newcomers in his field pass him in volume of sales, with the help of well-planned advertising and sales campaigns.

Old Man Burnham, to disguise his name slightly, is always willing to take twenty minutes or more to explain that he doesn't advertise regularly because he has built "national distribution" without its help. He is fond of showing letters from obscure towns, and glad to display his card index of customers. His business is slipping. He draws his salary. An "angel" keeps putting more money into machinery and production experiments—but none for improving sales and advertising plans.

This manufacturer is typical of a large class which will either be taking the advertising plunge five or ten years hence, or else be out of business by that time. The phantom of national distribution leads them on to eventual disaster.

For in many cases distribution without advertising consists in a quarter-dozen bottles here, a half-dozen packages there, dozing their dusty lives away on reserve shelves. The products of such manufacturers, like the skeleton of the Dinosaur at the museum, can be produced on demand as an interesting relic of a merchandising era that is dying if not dead. A thin national distribution without advertising to give it turnover is about as valuable for real success as the new Navy dirigible balloon would be without helium gas to give it life. The prime function of the modern merchant is to discriminate for his customers. He must decide which lines are "free-selling," which are the best brands in each line and, so far as he is able, concentrate on those quickest moving brands. He is a store-keeper, not the curator of a museum.

### **Allen Collier Will Address Typothetae Convention**

Among the speakers who will address the thirty-seventh annual convention of the United Typothetae of America, which is to be held at Washington, D. C., October 22 to 26, are: Allen Collier, president, Procter & Collier Company, Inc., Cincinnati, "How to Go About Producing Direct Advertising"; Dr. Ralph E. Rindfusz, executive secretary, Periodical Publishers Association, New York, "What the United Typothetae of America Can Do to Help the Printers Market Their Product"; Walter D. Teague, president, Guild of Free Lance Artists, "Proper Use of Ornament in Connection with Certain Well-Known Type Faces"; W. A. Durgin, simplification division, U. S. Bureau of Standards, "Helpful Simplification"; A. S. Goldsborough, general secretary, Merchants and Manufacturers Association of Baltimore; W. J. Phillips, general manager, Southgate Press, Boston; Robert S. Gill, Williams & Wilkens Company, Baltimore, and W. E. Bartlett, Bartlett-Orr Press, New York.

### **New York University to Teach Retail Merchandising**

The School of Retailing of New York University will conduct courses on retailing during the school year beginning the latter part of September. The problems of operating a retail business will be studied from the viewpoint of management and merchandising. The instruction will include studies in the mechanics of merchandising, window display and salesmanship.

## DO YOU SEND OUT A calendar?

IF YOU DO, then probably you recall the heavy mailing cost each year. Labels, wrappers, containers and postage sometimes cost as much as the calendar itself.

We have an idea for a calendar that can be mailed *under its own cover*, together with a self-addressed return post-card for acknowledgment. No tubes, no labels, no envelopes, no excessive mailing cost.

We have no samples, as this is a brand-new proposition. But we have a rough dummy to show the man who is really interested.

### Charles Francis Press

Printing Crafts Building

Telephone Longacre 2320

461 Eighth Avenue, New York City



## American Safety Razor Corporation individuals who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY.\*

NAME	TITLE	WEEKLY	MONTHLY
J. Kaufman	President	Yes	Yes
J. B. deMesquita	Treasurer	"	"
A. Tritsch	Advertising Mgr.	"	"
I. Solomon	Asst. Adv. Mgr.	"	"

\*Information furnished by the American Safety Razor Corporation.

## Federal Advertising Agency, Inc., individuals who read PRINTERS' INK or PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY	MONTHLY
Robert Tinsman	President and Account Executive	Yes	Yes
J. J. Geisinger	Vice-President and Account Executive	"	"
Carl Kaufman	Treasurer and Account Executive	"	"
John Lee Mahin	Director and Account Executive	"	"
John F. Woods	Account Executive and Writer	"	"
Milton Goodman	"	"	"
H. S. Richland	Vice-President and Director of Copy and Service	"	"
F. E. Nixon	Production Manager	"	No
W. C. Bittel	Copy and Service	"	Yes
Fred C. Bruns	"	"	"
Laura E. Carson	"	"	"
Henry Eckhardt	"	"	"
Guy Gilpatric	"	"	"
Corrine Reinheimer	"	"	"
Irene S. Sims	"	"	"
Jules Singer	"	"	"
Gilbert Brown	Service Detail	"	No
Clifford J. Rohde	"	"	"
Thos. S. Shanley	"	"	"
Al. Ubaldi	"	"	"
H. I. Connet	Art Director	"	"
W. L. Guppy	Art Manager	"	Yes
Macgregor Ormiston	Idea Visualiser	"	"
George Chatterton	Engraving	"	"
F. J. Kaus	General Business Manager	"	"
A. V. B. Geoghegan	Manager, Media Department	"	"
M. J. Foulon	Media	"	"
Fred. W. Kroeck	"	"	"
John W. Cambridge	Director of Market Analysis and Sales Promotion	"	"
E. K. Mitchell	Market Analysis and Sales Promotion	"	"
J. G. Yoder	Market Analysis and Sales Promotion	"	"
Geo. C. Dietrich	Managing Auditor	"	No

\*Information furnished by Federal Advertising Agency, Inc.



# The Little Schoolmaster's Classroom

THE quality of good-will includes a great many tangible and intangible assets. The advertising campaign of a big company can be spoiled by the attitude of its salesmen on the road, the office boys or telephone operator in its own home office, and affected by many other simple and complex causes. For the good-will item is beginning to take in many far-fetched things as the following will show.

C. F. Croyle, assistant manager at Greeley, Colo., for the Fuller Brush Company, told his home office that he called at a farmhouse located close to a country road. A woman came to the door with a pleasant smile and said: "Good morning, you are the Fuller Brush man, aren't you? I have been hoping that you would stop in for some time, for I have been wanting to tell you how much I appreciated it when you slowed down last spring and let that brood of chickens get out of your way. Just three days before the — Oil man went past here and killed some of them."

The sign on the car of the salesman is closely tied up with the firm's advertising. When slowing down for some chickens on a country road helps make a sale and wins good-will, it is time that the advertising department added careful driving on the part of its roadmen to the other qualities which can add to or subtract from that valuable item known as good-will.

\* \* \*

The Schoolmaster feels that this is a good time of year to touch upon the subject of mailing lists and to emphasize the fact that a well-handled list can be made a really great business-building force. The other day the Schoolmaster was discussing mailing lists with a friend of his who is a lumber and building material dealer in the Middle West.

The latter stated that he con-

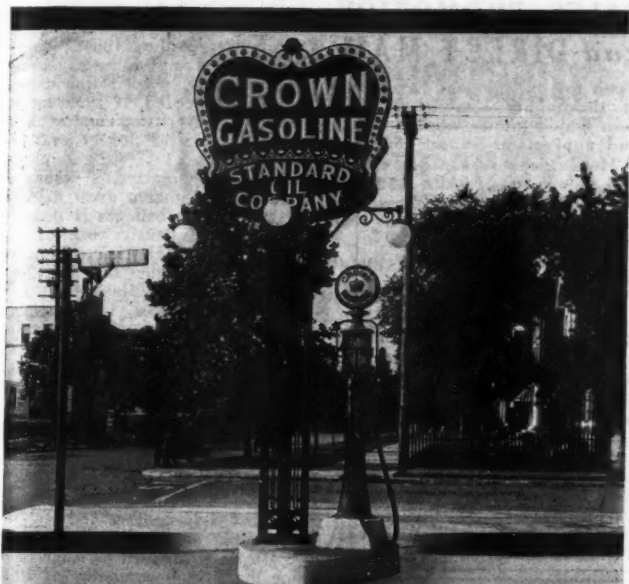
siders his list one of the most important parts of his selling equipment. He feels that information of almost any kind is valuable and if it is carefully recorded and filed it becomes a potent force in selling work. Therefore he makes it a point to train his salesmen and job men in news gathering as well as selling, floor laying, painting, etc.

\* \* \*

For example, his man Smith goes out on a job to supervise the work of building a side porch on Mrs. Brown's house. In general conversation with Mrs. Brown he learns that she is thinking of painting the old house next year and will paint it yellow instead of white as it has been for many years. Smith makes a note of this fact and when he returns to the office sees that it is entered on Mrs. Brown's card. Or possibly Mrs. Brown will remark that Mrs. Jones next door prefers a corner closet to a sideboard and is going to have one built next month.

\* \* \*

This fact then becomes a record which can be used in selling Mrs. Jones at the proper time. All the men in this dealer's organization are continually using their noses for news, hunting for information which will help them make sales. The dealer himself is always watching for it. When he rides out in the country on business or pleasure his eyes are busy noting the buildings which need repairs. All information gathered is transferred to cards. One of these cards is especially adapted for farmers. Spaces are provided for the farmer's name, address, rating, whether he owns his farm or rents it, its value and if it is mortgaged or not. In a column on the left side of the card is a list of buildings used on a farm such as house, cow barn, horse barn, hog house, hen house, stock shed, machinery shed, corn crib, etc. Then there are spaces pro-



## Flexlume Signs Fill Every Advertising Need

**F**LEXLUME ELECTRIC SIGNS are built in many forms to fill the needs of national advertisers, but always they have the distinguishing marks of Flexlume quality. Their superiority does not rest alone on any one feature, but upon a thousand and one points of design and construction developed through years of experience in building electric signs exclusively. When you place a quantity order for Flexlume Signs for your dealers you are not only getting the best of electrical advertising, but the backing of a service organization which is more than nation wide, an organization which not only insures your sign being good when you get it, but that it will stay that way.

*Let us send you a sketch showing your trademark in the form of a Flexlume and give you an estimate of cost.*

**FLEXLUME CORPORATION**  
32 Kail Street      BUFFALO, N. Y.



## SALES PROMOTION and DIRECT MAIL

Open for engagement October 1 in thoroughly established concern which knows what it wants and appreciates expert service.

He expects reasonable salary and bonus on results (\$6,000 plus). Most important, however, is the opportunity for a real future.

Experience includes successful personal sales work and sales direction; writing, selling and management of advertising, publicity and direct-mail campaigns.

Age 39; in fine health; married; Scotch-Irish; attended Princeton; has ambition and initiative. Full and authentic credentials of character and responsibility.

Not a high-pressure whirlwind, but substantial business sense. Will locate anywhere in reason; preferably West or Northwest.

Address "R. G.," Box 131, Printers' Ink.

### The Oil Industry

You can cover this important field thoroughly and inexpensively with

### PETROLEUM AGE

This old and influential A.B.C. semi-monthly gained over 41% in circulation the first half of 1923. Producers, refiners and marketers all prefer it.

Main Office: 28 E. Jackson, Chicago

Eastern Office: 56 W. 45th St., N. Y. City

### THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor  
951-957 Insurance Exch., Chicago

To  
Reach

{ Lumber Manufacturers,  
Woodworking Plants  
and Building Material  
Dealers use the

**American Lumberman**

A. B. C.

Est. 1873

CHICAGO

vided for each of these buildings which can be checked to indicate the facts regarding them. These are divided as follows: owns, needs, repairs needed for, nature of repairs needed, is thinking of building, advertising matter sent and a large space for general remarks.

The Schoolmaster's lumber friend states that a great deal of his success he believes is directly due to the intensive use of his mailing list. He is continually finding information that his competitors know nothing about and is therefore able to anticipate them many times. The list also helps in the handling of his direct-mail advertising. It eliminates the waste of sending flooring leaflets to people who have just laid new floors and by knowing the needs of people he is enabled to prepare advertising material that is timely.

\* \* \*

The Goodyear Tire and Rubber Company announced some time ago that its sales on carriage tires for the first few months of 1923 surpassed all its expectations. This information not only surprised the company but it undoubtedly came as a surprise to all persons who read the announcement. In most of our large cities a horse and buggy as a means of travel have become so rare as to create

### Are you looking for another Product?

We have a proven consumer-accepted article. It is a patented combination sterile unit toothbrush and dentifrice. Is put up in a Sanitape package of 50 units selling for 50 cents retail. Sales organization, manufacturer or individual wanted to take over sales rights with or without manufacturing rights. Address "K. B.," Box 126, Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.

### I WANT TO BUY

an advertising agency with full recognition regardless of whether or not it has any active accounts. All replies will be held in absolute confidence. Tell what you have and state best price and terms. Address "Advertising Agency," Box 105, General P. O., New York, N. Y.

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

# Exceptional Opportunity for Agency Executive

There is somewhere an advertising man of executive calibre occupying a conspicuous position with relation to certain business, who feels impelled to take the next step and become either a substantial or controlling stockholder in an advertising agency.

Are you the man with this determination but unfortunately handicapped for time to undertake such an endeavor by the pressure of present heavy responsibilities or by financial barriers set about the agency of your immediate choice against taking in another stockholder.

A long established advertising agency in New York has what is perhaps exactly the opportunity you want. Replies are invited from responsible parties. Your communications will be treated in strict confidence.

Write to

**"M. D.," Box 129**

**care of Printers' Ink**

**185 Madison Avenue, New York**

### YOUR ADVERTISING BUDGET! IS IT \$300.00 OR MORE?

If so, write for our very interesting proposition that has been specially prepared for your needs. No obligation.

#### MARTIN ADVERTISING COMPANY

Sales Promotion Through  
Advertising and Merchandising Counsel  
1402 Broadway New York

## HIGH LIFE

25c copy. Monthly. Est. Jan., 1922

Like Topsy—we just grew. Nobody knew we were coming. Nobody thought we would stay. But—

**TODAY—OVER 100,000 READERS**

1465 Broadway, New York City

## \$22,000 from a Letter!

\$22,896.20 worth of merchandise sold with a single one-page "form" letter at a total cost of \$135.05. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$3 a year for 12 numbers chock full of usable, cashable ideas.

POSTAGE, 18 E. 18 St., New York

### Mr. William Cobb Mills

is temporarily located at

Room 265, 7 West 42d St.

Telephones Longacre 6304-6305

Announcement will soon be made of his permanent address, where he will continue to specialize in the selection of men and women for positions in the advertising, publishing and executive fields.



## TRAVEL BOOK

This 2,000 page reference work lists every hotel on the western hemisphere, and answers every travel question; also has a HOTEL SUPPLIES section. Published in 70 editions (or sections) selling at 50c to \$10 a copy.

Illustrated Descriptive Price List On Request

AMERICAN TRAVEL & HOTEL DIRECTORY CO., BALTIMORE



## PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Billboards  
in 137 cities and  
towns of Northern N.E.

J. M. KIMBALL SYSTEM  
LOWELL - MASS.

astonishment when one is occasionally seen. Despite this, the horse and buggy are still used quite extensively in many parts of the country. It seems that the Goodyear Carriage Tire Department started this year with more than a million feet of carriage tire rubber in stock, but this was exhausted during the first three months of the year and a heavy demand continued after that.

This goes to show, as it has frequently been pointed out in *PRINTERS' INK*, that because a new development in an industry comes, the old product of the industry does not immediately go entirely out of existence. It takes many years for a new development entirely to supersede the old product and in many cases it never altogether supersedes it. The old and the new can go hand in hand indefinitely.

In Ohio, for instance, there was an automobile and truck registration in 1922 of 858,716. This is one of the largest registrations in the United States. Nevertheless, that State had a horse population last year of 900,000, and the demand for carriage tires in that State still continues heavy.

\*\*\*

Another outlet for carriage tires is for cabs. Cabs are still used here and there throughout the country. Cabs, instead of automobiles, meet the trains in such cities as Charleston, S. C., and St. Augustine, Fla. In fact, there are a few places in the United States, such as Mackinac Island, where automobiles are not allowed at all. The horse and carriage still reign supreme at these places.

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This situation in the buggy tire business forces the Schoolmaster to observe that too many manufacturers are too quick to abandon an old product for its newer and more modern successor. People in the harness business, for instance, thought the automobile would kill their industry; many of them got out of it. Automobiles, however, have had no such effect on the harness business. There are just as many horses as ever to be harnessed. In like manner the coming of the truck caused some wagon manufacturers to get out of that business, with the result that those who stuck have been able to continue on a more prosperous basis than ever before.

### Buys "The Hat Industry"

The Hat Industry has been purchased from its publisher, The Peter Coughlin Publishing Company, Inc., New York, by the Lafayette Publishing Company, which was formed for that purpose. Sylvan Hoffman, president of the new company, is publisher. Mr. Hoffman was president and founder of the Periodical Digest Corporation, publisher of *Industrial Digest*, and formerly business manager of *Paper*, both of New York.

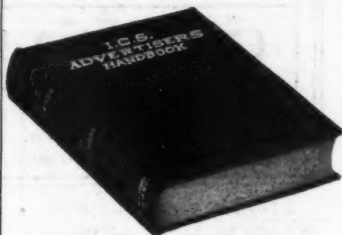
Gregory Weinstein is treasurer and W. E. Cahoon will continue as advertising manager.

### Feminine Copy by Expert

After ten years with largest agencies, I create copy individually for agency or manufacturer. Now writing some of best known national accounts. Copy that lends distinction to products—"key" copy—copy to entice lagging accounts. I prepare separate literature or entire campaigns. Can assume full copy responsibility for two or three more large national accounts. Telephone *Livingston 4224*.

**FREDA FISHBAINE**

Studio 6 306 E. 15th St. N. Y. City



## Here's A Book You Ought To Read

A WONDERFUL buy for every man in the advertising business. Written by practical advertising experts. 413 pages. 148 illustrations. Price only \$1. Used by leading agencies and prominent advertising men everywhere. *Contents:*

**\$1**

How to Write Advertisements; Type and Layouts; Proof-reading; How to Order Engravings, Electrotypes, and Stereotypes; Embossing; Lithographing; Color Engraving; Mail-order Advertising; Circulars, Catalogs, Booklets, House Organs; Trade-mark Law, etc.

Just fill out the coupon below—slip it into an envelope with a dollar for each book and mail. This 413-page Advertiser's Handbook and any others you may want will come speeding to you by return mail.

International Correspondence Schools  
Box 7152-D, Scranton, Penna.

I enclose \$ , for which send me the Handbooks marked X, at \$1.00 each. (Please check the book or books you want.)

- ☐ ADVERTISER'S HANDBOOK
- ☐ SALESMAN'S HANDBOOK
- ☐ AUTOMOBILE HANDBOOK
- ☐ RADIO HANDBOOK

Name.....

Address.....

# CANADIAN ADVERTISING

CALL IN

## SMITH, DENNE & MOORE.

TORONTO  
Lumsden Bldg.

LIMITED

MONTREAL  
275 Craig St. W.

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

### BUSINESS OPPORTUNITIES

#### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; All service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**SURELY YOU'VE HEARD OF THE LETTERS AND SELLING COPY WRITTEN BY THE FOLKS ON GOSPEL HILL, IN MARION, OHIO?**

**ESTABLISHED GUIDE FOR SALE**  
For Best of Reasons  
\$5,000 a year profit.

Stock of books on hand and accounts will pay purchase price. J. C. Clayton, P. O. Box 615, Albany, N. Y.

#### FOR SALE

Multigraph, latest model, with printing ink attachment and typesetter. Regular \$400 equipment; used less than 20 hours; type and machines good as new. Will sell very cheap. J. L. Sisk, Elizabeth City, N. C.

**Complete Addressograph Outfit**, containing over 2,000 names of national advertisers and advertising agencies, name of space buyer on each plate. Outfit includes foot machine and graphotype. Also have a quantity of Addressograph "B" frames, cabinets, trays, etc. A bargain. E. Schroeder, 799 Broadway, New York City.

#### Profitable Business For Sale

Advertising business operating own completely equipped printing plant is for quick sale at \$25,000, which is greatly under value. Profits will equal investment in less than two years. This is a high-grade, established, going business in profitable daily operation, with unlimited possibilities for expansion. Exceptional opportunity for advertising man to embark in business. Substantial payment down and balance on terms if desired. Fullest investigation invited. Box 725, P. I.

**SLOGANS AND JINGLES**—Apt, pithy, distinctive slogans, individualizing a product or business. Brief, catchy jingles for advertising originated. Unusual copy. Grey, 31 Madison St., Brooklyn, N. Y.

Clear your Canadian classified advertising through

**THE CANADIAN CLASSIFIED CLEARING CO.**  
TORONTO, CANADA

Free directory on request.

**REAL CHANCE FOR ADVERTISING MAN**—I offer for sale my half interest in thriving publicity bureau. Excellent reason for selling. Only man with some advertising or publicity experience could handle. Others not considered no matter what price is offered. If interested on hearing details, make full investigation—books, income tax, etc. Box 713, Printers' Ink.

#### Opportunity for Advertising Agency or Advertiser

#### To Cut Down Overhead Expense

We have unusual facilities for handling a few, high-grade responsible commercial accounts. These include space in our modern and completely equipped building containing composing room, matrix and stereotyping plant and billing and checking departments, all under one roof. We are also in a position to finance desirable accounts if necessary.

Our business will not compete with yours. All replies will be held in strict confidence. Address Box 708, Printers' Ink, 185 Madison Ave., New York.

#### HELP WANTED

**Wanted**—Salesman, calling on advertising and sales managers, to carry side line of well-known stock cuts. Commission. Address Box 714, care of Printers' Ink.

#### PRINTING SALESMAN WANTED

A medium-sized New York printing plant doing high-class work has exceptional opportunity for young salesman 25 to 40, with creative ability on advertising printing. Salary and commission. Part interest in the business awaits the man who makes good. Box 704, Printers' Ink.



**Art Salesman** to solicit and act as contact for well-known commercial artist in New York City. Give references, experience, etc., in first letter. Box 719, Printers' Ink.

**ADVERTISING REPRESENTATIVE** wanted for a newstand publication with a nationwide distribution. Give full particulars as to experience, etc., Harvey, 117 West 61st St., New York.

**ARTIST**—Photo-retoucher on mechanical subjects. Steady position. Good salary. Moore Studios, 216 Market St., Newark, N. J.

**Woman Circulation Manager** for a high-class woman's publication. One thoroughly familiar with every phase of circulation. In replying please state age, experience, references and salary. Address Box 710, Printers' Ink.

**Advertising Man**—Capable of handling the technical account of an industrial concern. Applicant should have knowledge of trade publications, direct-mail campaigns, and catalogues. State qualifications and initial salary desired. Address Box 715, Printers' Ink.

**Production Man** wanted for a Pacific Coast agency. Required, man for production department capable handling typography, electrotyping, plate making, printing. One who can push work through and maintain schedules. Wire or write Botsford Constantine Company, Portland, Oregon.

**Wanted**—Experienced circulation manager to take charge circulation department well-established semi-monthly agricultural publication. Present circulation more than 150,000. Give complete details and references first letter, stating salary wanted. Address Box 737, care of Printers' Ink.

**Wanted**—We are looking for a trade journal man capable of taking full charge of publication to lease growing trade journal or manage on percentage basis; splendid opportunity for man who wants to gain experience toward the ownership of a trade journal. Publisher, 1716 S. Michigan, Chicago.

## Advertising Salesman Wanted

on a weekly trade publication that dominates its field, selling A. B. C. circulation.

Man must be experienced, thoroughly capable and a hustler. Drawing account against commissions. State your qualifications and give references. Box 722, Printers' Ink.

## WANT FIGURE ARTIST

who does pen and ink well. Must devise and draw situations in color, containing people who look natural, human and appealing. Good salary and good future for steady man who can forget the bright lights and stay put with a live organization in a growing field for art work. Send samples with letter (not later) and state salary, age and habits. Wilson H. Lee Advertising Service, New Haven, Conn.

**WANTED**—Advertising manager to take charge of Connecticut daily. Must be able to sell advertising, lay out campaigns, write copy, etc. Excellent opportunity for man who can produce results. Permanent position. Address Box 724, P. I.

## ART WORK WANTED

A financial institution wants twelve drawings in full color depicting its trusts and savings service. A fair price for good work. Amateurs will waste their time. Submit samples, which will be returned, together with prices for single picture and entire series. All communications in strict confidence. Box 717, Printers' Ink.

**A newly incorporated Paint Co.** in California requires the services of a high-grade Paint Manufacturer; one who can take charge. Must be willing to invest \$1,000 in preferred stock at 7%. This is done to get away from the hired man system. Salary to start will be \$250 per month. For further particulars write to Supreme Paint, Varnish and Enamel Company, 603 Sharon Bldg., San Francisco, California.

## ARTIST

Art director of growing advertising agency needs an assistant—a beginner with ideas—to do lettering, design layouts, make sketches in pencil and color, and handle details. Knowledge of typography desirable. Ability to make finished drawings unimportant. Write, stating age, experience or art education, and salary required. Enclose 2 or 3 samples of your work, if possible (folded pencil sketches will do). Address L. I., P. O. Box 824, City Hall Station, N. Y.

## POSITIONS WANTED

**Young Woman**, over ten years in trade-paper work. Write copy, make layouts, make up paper. Keeps books, handles correspondence. In Boston. Salary \$35. Box 707, Printers' Ink.

**Secretary-Assistant**—Young woman, experienced along newspaper advertising and promotion lines, desires change; adaptable and capable of handling detail on own initiative. Box 711, P. I.

## COPY AND PLAN EXPERT

Wide experience as copy chief big N. Y. agencies and as adv. manager. Part or full time. Address Box 709, care of Printers' Ink.

## ADVERTISING COPY WRITER

University graduate; four years' experience; initiative; ideas; real knowledge of merchandising values; layouts; typography; N. Y. agency; first-class firm. Box 738, P. I.

## PRACTICAL MECHANICAL PRODUCTION MANAGER

at present in manufacturing field, wants bigger job with opportunity; commercial artist, painter, 3 yrs. color work retoucher, 6 yrs. mechanical production manager (Gravure), 3 yrs. Supt. of Production Gravure Plant. Best reference. Address Printers' Ink, Box 736.



**Three years' experience** and ample knowledge of advertising, especially in production work. Well recommended by agency, printer and engraver. Age 23. Box 727, Printers' Ink.

**Young man**, 24, Christian, now with agency, seeks position as understudy to copy and layout man; excellent stenographer, correspondent and detail man. Box 732, Printers' Ink.

#### Publishers' Attention

Young woman, university graduate, two years' general newspaper experience, ability to write, seeks permanent connection. Box 733, Printers' Ink.

**College Graduate**, experienced in copy writing, direct-mail layout, typography and editing of commercial publications, now freelancing, desires permanent high-grade connection. Box 743, P. I.

#### ADVERTISING MAN

Executive, road and city selling experience, seeks position with reliable firm. Age 39 and married. Address Box 741, Printers' Ink.

**Secretary-Stenographer** (female) thoroughly experienced; trained correspondent; theoretical and practical knowledge advertising; available immediately. Salary \$35. Box 739, Printers' Ink.

#### EXECUTIVE POSITION

desired by university graduate, commerce and finance; seven years' production and business experience. Single, age 29. Box 716, Printers' Ink.

**Young Man**—Clear thinker, specialist direct-mail and trade-paper advertising. Experienced in newspaper and magazines. College graduate. Manufacturer or wholesaler preferred. Box 720, P. I.

### New York Free Lance

Copy, layout or compete production, on piece-work or account basis. Box 734, Printers' Ink.

**Copy, Layout and Contact Man** contemplates change. Good record on national and direct-mail accounts. Has knack of constantly creating salable merchandising and advertising ideas. Present and former employers best boosters. Box 730, Printers' Ink.

**Young man** wants position. Seven years' general experience in one of the largest advertising agencies; New York. Broad knowledge of rates, media, contract work, etc. Also four years' experience marketing drug products. Best references. Salary \$2,600. Box 726, Printers' Ink.

## ADVERTISING SALESMAN

Available immediately; four years' publishing experience; college graduate; salary demands moderate. New York, Cleveland or Chicago. Box 740, Printers' Ink.

**Bookkeeper** seeks appointment with established New York advertising agency. 12 years' experience, 10 years with agencies. Last position also manager of clerical force. Full details in letter or appointment. Box 703, Printers' Ink.

#### Who Can Use This Experience!

Ten years' advertising and production work leading publishers; executive assistant, production manager and sales co-operative work. New York City or vicinity preferred; 31. Box 744, P. I.

## I Write Advertising on Assignment

Ads, Letters, Circulars, Booklets, etc.

Address P. O., Box 456, G. P. O., N. Y.

**Young executive**, experienced in accounting and banking, desires connection with agency as office manager or accountant. Knowledge space buying, production and agency detail. Previously connected with advertising dept of large food manufacturer. Box 729, P. I., Chi. Off.

## TWO CENTS

invested in a stamp will secure the services of a practical typographer and layout man who has had experience in printing plants and an advertising agency. Available October 1st. Address Box 742, Printers' Ink.

#### Sales and Advertising Manager

Experienced in analyzing, organizing, standardizing, deputizing and supervising production and marketing of technical equipment and supplies, pharmaceuticals, instruments, photo material, toilet goods, etc., requiring intensive and extensive sales propaganda. Employers' honest intentions, not emolument, prerequisite by highly respected executive, 36, married, Protestant, at present engaged in New York. Box 706, Printers' Ink.

**A Young Advertising Man** who produces results. Present position, assistant to advertising and office manager. Age, 26 years. University education. Experience, direct-by-mail advertising campaigns and systems, sales, collection and general correspondent, sales promotion, salesman. Personal qualifications: executive ability, initiative, tact, co-operative spirit, imagination, integrity, aptitude, direct-by-mail advertising. I am looking for a hard proposition, an opportunity which I can turn into a reality. Box 721, Printers' Ink.

## I am looking for—

a job where I can work with as well as for big men; where the future is not so far away that it is out of sight; where hard work will bring that future nearer, where there is a real need for a man who can analyze markets, plan campaigns, write copy, buy space and printing economically, originate sales helps, carry things through to a satisfactory finish—in other words an all round, experienced advertising man. Still under 30 and at present employed at \$4,000. Location is unimportant though I prefer Western N. Y. Box 705, Printers' Ink.

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**A Practical Circulation Mgr.,** both field and office. Capable of analyzing territory, saturating it, organizing sales force and handling detailed office work. Present connection will be terminated for a business reason (not a personal one) in about sixty days, with good-will and endorsement of present employers. Forty years old, married. Correspondence will lead to personal interview. Address **Printers' Ink, Box 702.**

**Circulation Manager** with fifteen years' experience wants a permanent connection with an Eastern publication desiring rural circulation. Have had wide experience in managing subscription salesmen, handling subscription lists running well over the half million mark, and in securing subscriptions by mail. Cannot consider a temporary position and prefer a connection which will mean, either now or later, an interest in the business. If interested, please arrange for an interview at your convenience and at my expense. **Box 723, Printers' Ink.**

#### ADVERTISING MAN

32 years old, single, good education and capable executive. 6 years' experience in Advertising Dept. of large manufacturing concern, planning and purchasing advertising literature, art work, engraving and electrotype. At present employed as Assistant Advertising Manager. Desire position in New York City with chance for advancement.

Present employers moving out of town, and I find it necessary to make a change. **Box 731, Printers' Ink.**

**A copy and layout man** who intends to be an advertising executive is ready to burst his cocoon in a publisher's service department. He would fit into the advertising department of some national advertiser, where personality is not overwhelmed by organization. He knows house-organ editing, writes a pointed letter, and has taken his turn at selling, from one-call fashion to sales engineering. Values his adaptability too highly to be chained permanently to a chair. Age 28, Christian, educated both at college and in overalls. Salary \$2,500-\$3,500. **Box 735, Printers' Ink.**

#### AN OPPORTUNITY FOR SOMEONE

One of the best known and most successful sales and advertising managers in the country is open for new connection Jan. 1, 1924. Has developed sales and supervised advertising for two women's garment and accessory manufacturing firms whose trade-marked products are today household words among American women. At present connected with one of best known firms in their line, but sever connections Dec. 1. Thoroughly acquainted with manufacturer's problems, wholesale and retail drygoods distribution and women's garment and accessories field. Interested in discussing sales and advertising managership with national advertiser, advertising representation for publisher, trade development plans with agency or special service where his experience would count. Address **Box 712, Printers' Ink.**

#### WE CONNECT THE WIRES

**TIFFANY TREASURES** make rare displays, but our goods possess higher values. We offer the services of men who have won distinction in the advertising-publishing field, where excellence requires broad-gauge ability. As to personnel ratings we claim something like connoisseurship, and we are proud of the clients we represent. No charge to employers.

#### FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

English College man, 27 years of age, is leaving lucrative position as salesman, acting on an undeniable urge to write copy. First attempts have "completely sold" several advertising men. Wanted opportunity rather than position. Salary nominal. Available Sept. 26th. **Box 718, Printers' Ink.**

#### ACCOUNT EXECUTIVE OR SALES MANAGER

Is now connected with one of the country's largest newspaper organizations famed for its training of men. Over ten years' experience and training covering executive, accounting, selling, credit manager, research work, directing of sales organizations, merchandising of many different products; planning, selling and executing merchandising and advertising programs. Age 35. Wishes connection with advertising agency or manufacturer which can use to advantage his experience, ability and energy. **Box 728, Printers' Ink, Chicago Office.**

## Binders for Printers' Ink

\$1.00 Each, Postpaid

**PRINTERS' INK** binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

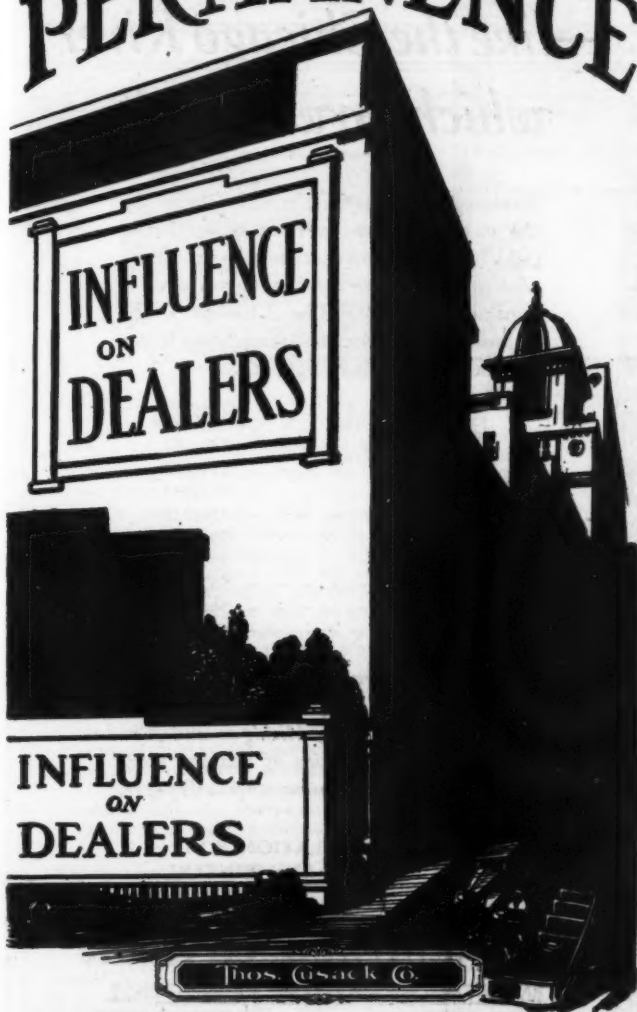
**Printers' Ink Publishing Co.**  
185 Madison Avenue, New York

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# PERMANENCE



Thos. G. Sack Co.

CHICAGO  
Harrison, Loomis and  
Congress Sts.

NEW YORK  
Broadway and 5th Ave.  
at 25th Street

Branches in 49 Principal Cities

## —like the Chicago River which flows uphill

Newspaper circulations usually slump in the summer. But like the Chicago River (which furnishes an exception to an otherwise universal rule by flowing up over a continental divide) The Chicago Daily Tribune gained in circulation through the summer. Note these figures:

					Circulation Daily Tribune
December, 1922	-	-	-	-	520,162
January, 1923	-	-	-	-	534,056
February "	-	-	-	-	547,839
March "	-	-	-	-	556,019
April "	-	-	-	-	564,125
May "	-	-	-	-	553,161
June "	-	-	-	-	557,888
July "	-	-	-	-	566,585
August "	-	-	-	-	580,128

*And this is high grade, responsive circulation — the cream of the purchasing power of Illinois, Indiana, Iowa, Michigan and Wisconsin — and in the city of Chicago more readers (and better) than any other daily paper.*

**WATCH CIRCULATION SOAR  
THIS AUTUMN AND WINTER!**

# The Chicago Tribune

**THE WORLD'S GREATEST NEWSPAPER**

512 Fifth Ave.  
New York City

Tribune Bldg.  
Chicago

Haas Bldg.  
Los Angeles

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXIV, No. 13 NEW YORK, SEPTEMBER 27, 1923

10CA COPY



## *Seeing is Believing*

**I**T is a demonstrable fact that in buying, the eye, of all the senses, has the greatest influence on selection.

In analyzing the sales appeal of the new Owens Stapletied Tooth Brush made by our client, The Owens Bottle Company, of Toledo, Ohio, we were indelibly impressed with the outstanding eye-appeal of the product and its container.

The brushes are sold in individual, crystal-clear glass bottles, through which the pure colors of the translucent handles gleam like glowing lights.

The copy has stressed this clear visibility for the buyer, which precludes promiscuous unsanitary thumbing at the counter, plus scientific oral construction.

Clear vision in merchandising and advertising have greatly reduced the time and expense usually required to introduce a new product to the public.

In less than six months time from the date of its initial sale the Owens Stapletied Tooth Brush has achieved a highly gratifying national success.

## N. W. AYER & SON

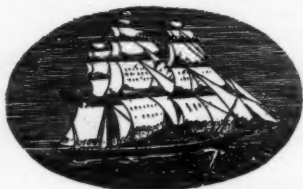
ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO





**T**HESE  
PUBLICATIONS  
ARE HOLDING  
THE SHIP OF  
AGRICULTURE  
TO A SAFE  
SANE COURSE  
THROUGH  
CONSTRUCTIVE  
EDITORIAL  
POLICIES

**Hoard's Dairyman**  
*Established 1870*

**The Nebraska Farmer**  
*Established 1859*

**Wallaces' Farmer**  
*Established 1895*

**Prairie Farmer, Chicago**  
*Established 1841*

**Wisconsin Agriculturist**  
*Established 1877*

**American Agriculturist**  
*Established 1842*

**The Farmer's Wife**  
*Established 1900*

**Progressive Farmer**  
*Established 1886*

**Birmingham, Raleigh,  
Memphis, Dallas**

**Pacific Rural Press**  
*Established 1870*

**The Farmer, St. Paul**  
*Established 1882*

**The Breeder's Gazette**  
*Established 1881*



## The Standard Farm Papers

**Moulding Public Opinion  
in 2,000,000 Homes**

**Western Representatives:**  
STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Mgr.  
1106 Transportation Bldg.  
Chicago

**Eastern Representatives:**  
WALLACE C. RICHARDSON, INC.  
95 Madison Ave.  
New York City

*All Standard Farm Papers are members of the Audit Bureau of Circulations*

# PRINTERS' INK

*Registered U. S. Patent Office*

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXIV

NEW YORK, SEPTEMBER 27, 1923

No. 13

## Bulk Goods in Packages Become Nationally Advertised Leaders

United Drug Company, after Four Years of Experiment, Will Enter Upon National Campaign in Behalf of Packaged Drugs and Chemicals for Household Use

By Henry Burwen

WHEN such things as wrenches and reading lamps find a way to new markets through packaging, we infer that there are still unthought of opportunities for hitherto unnamed and unidentified products. Recently the Carr Fastener Company put on the market small package assortments of automobile fasteners which theretofore had been sold in bulk to the trade and to manufacturers. The convenience of the packaging idea has made it easy for the retailer to sell to the public and for the public to buy, and a new market has thus been opened.

If within the past few years we had looked into the fields of foods, toilet goods and drugs, first thought would say that practically all opportunities in the way of packaging bulk products had been pre-empted. In one important respect this impression would have been far from the actual case, for within the last four years a rapid development has taken place in the field of household drugs and chemicals. To a very large extent, old-time methods of handling and selling merchandise in bulk still persisted in this field. Epsom salt was still bought by the barrel and sold by the pound. Glycerine and rose water the druggist was accustomed to putting up himself. A considerable variety of drug products until recently

was still being handled by old-time methods of merchandising, products which would logically seem to be ideal for packaging.

The United Drug Company took up this line of packaged merchandise four years ago. A new sales department called the Drug & Chemical Department was organized at the time. As to the conditions existing when the company went after this business, George C. Frolich, manager of the department, who has been in charge of the development of the line from its inception, says:

"Ethical conservatism of the pharmaceutical trade had caused this branch of the drug store business to lag behind other types of products. In toilet goods and medicines bulk selling was the exception—such goods were being marketed through attractive packaging and intensive advertising and merchandising. Some steps in this direction had been made in drugs and chemicals. Pharmaceutical houses had in late years commenced packaging some of their products in addition to selling them in bulk. Many drug jobbers brought out packages. Druggists themselves in many cases were packaging and labeling some of these products. The druggist might have Epsom salts all wrapped in pound and half-pound bags; glycerine and rose water he might bottle in his spare



moments, with the regulation hand-written label. Castor Oil, Sugar of Milk, Rochelle Salt, Tincture of Iodine, Witch Hazel and many of the other items which we class as Household Drugs and Chemicals were handled similarly.

"There was a tendency, it might be said, which had been growing noticeably over a period of years, toward packaging.

"When we took up this line of merchandise we felt a great opportunity lay in jumping ahead of this tendency. The advantages of packaging in other fields, to manufacturer, dealer, and consumer, were well known. There was every argument in favor of putting the full line on a package basis and few arguments against it."

So the company started to market a complete line of packaged drugs and chemicals, comprising 200 items, under the name Puretest Drugs. To jump ahead of the story a bit, let us state here that in four years the United Drug Company has sold 75,000,000 packages of these items, the volume in the past year having been upward of three million dollars. Such results indicate that its judgment of the opportunity in packaging the bulk lines was correct. Many other houses have gone into the idea extensively. Today this class of goods is brought more readily on a par with other lines of well-known

merchandise sold in drug stores.

In the development of the market, however, the drug company did not depend upon the packaging idea alone. This in itself was a great marketing advantage, but it set out to put goods of the

highest quality possible into the packages. "We violated or ignored," says Mr. Frolich, "one of the first canons of merchandising in that we decided to forget price and cost in connection with the quality of this merchandise and produce the very best that was possible. We felt that the public, in connection with remedies to be taken into or applied to the body, would be willing to pay the cost of the utmost in cleanliness and purity and effectiveness; and while because of higher prices there might be temporary sales resistance against which we would have to fight, it would work out best for all in the end.

"To illustrate what I mean, we revolutionized the method of making Epsom salt. Starting with purer raw materials, we worked out new

processes to provide better filtering, paid more attention to the source of water, and developed a product superior even to the special laboratory salt which at that time was sold to surgeons for intra-spinal injections at more than \$2 a pound.

"This principle we followed throughout the line. It necessi-



**Why  
is the sky  
blue ?**

—because the air is filled with tiny dust particles. These absorb the light rays which make other colors and reflect to the eye the rays which make blue. The occasional use of

**Puretest  
Epsom Salt**

makes the sky seem bluer above and brightens those bilious "blues" within.

PORTION OF ONE ADVERTISEMENT,  
INDICATING CHARACTER OF SERIES



The Christian Herald was one of the forty-four leading magazines whose Cincinnati subscription circulations were recently analyzed by the J. Walter Thompson Agency.

**52.6%** of our Cincinnati circulation is in group No. 1 (executives, professional, trades-people, commercial travelers).

**34.2%** in group No. 2 (clerical, skilled workmen).

The combined percentages show **86.8%** in the two most desirable and important groups.

We congratulate the J. Walter Thompson Agency upon making this constructive and impartial investigation, because it will definitely assist in making more accurate selection of logical media.

## The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE; NEW YORK

Chicago Office: 225 N. Michigan Blvd.

Western Managers

Wallace Patterson, Frank S. Whitman

tated in some cases an increase in both wholesale and retail prices; the Epsom salt, for example, when bought by the druggist in the barrel cost him about three cents a pound and sold for ten cents; our new product cost him several times three cents and retailed for twenty-five cents.

"Where higher prices were involved, there was, of course, sales resistance to be met. From the consumer's standpoint, however, extra costs, if any, are due to increased quality in the package and not to the package itself. While it is true that packaging sometimes increases cost to the consumer, this is not always the case; because somewhere along the line the goods must be packaged and it is a service for which the consumer must pay anyway. Under the old system the packaging was done in the drug store—the druggist and his clerks had to weigh out or bottle the product by hand and pay the cost of packages purchased in small quantities. Packaging can be done more economically by the manufacturer doing the work by machinery in large lots. The exceptions are in cases where the manufacturer uses an expensive package while a retailer might use a plain box or bag, in which case, however, the extra cost is compensated for by a better preservation of the contents.

"From the druggist's standpoint we had to overcome what was in many cases an apparently smaller profit on the package goods than on the bulk. Consider the case of Epsom salts again. The druggist was buying at three cents and selling at ten cents. Apparently he was making a big profit. He generally failed to take into consideration the cost of the time used to weigh out the packages, the loss through spoilage and slow rate of turnover as against the instantaneous selling of packaged goods.

"The usual sales arguments, demonstrations and follow-up, however, have succeeded in overcoming such objections on the part of retailers. And the public has taken to the packaged products very well indeed."

One effective factor in the proposition has been the design of the package labels. While some of the products more nearly approaching the class of toilet articles are in colors, a single-color label was desired for the major part of the line, for the sake of economy. Much time and experiment was spent in the development of the label, and the one finally evolved gives much the effect of color. The label is printed in blue and by a combination of whites, solids and half-tones, an effect of contrast, liveliness and interest has been attained. Across the top of the label is a band of solid blue with the name of the product showing in white; below it is a field printed with halftone screen, giving the effect of a lighter blue; copy is inset against this field in blue against a background of white. At the bottom appears the name of the company, white against solid blue, the solid being surrounded by a design printed with halftone screen, giving the effect of still another shade.

#### MAY NOW BE ADVERTISED

Now having in four years sold 75,000,000 packages of Puretest Remedies, having proved the soundness of its conclusions as to quality, package and price, the company has decided that there is in the line a very large advertising opportunity. It has therefore started a national advertising campaign, planned for the duration of seventeen weeks, from October to March, taking in one national weekly in which advertisements will appear once a week, and forty-four large city newspapers in which insertions will appear three times a week. An intensive tie-up campaign for its stockholder dealers is planned in conjunction with it.

Two reasons led the company to select Puretest Remedies as the basis of a national advertising campaign: first, the desire to push the new department still further, and second, the conclusion that advertising Puretest Remedies will directly sell more goods than ad-

(Continued on page 154)



**"Say! You oughta see this baby  
take a drink!"**

"Huh! That's only a probishun pen. Fats' father's gonna give him one like he saw in **THE AMERICAN BOY**. And that huckleberry'll make yours look like a persimmon."

Boys spout enthusiasm like a gusher spouts oil. The boy with something new—be it pen or black eye—cannot rest until the "fellers" know all about it. He simply *must* arouse the envy that to him means more than the wealth of the Indies.

## THE **AMERICAN BOY**

"The Biggest, Brightest, Best Magazine  
for Boys in All the World"

holds the enviable position of trusted friend to half a million enthusiastic boys, averaging 15½ to 16 years in age. They trust its stories because they ring true, and they read its advertisements with equal confidence. You'll find it easy to sell these boys *your* pens, pencils and other accoutrements for the first vest, when you speak through the magazine they respect.

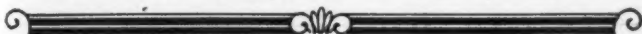
Get them enthusiastic over your products now, and you will keep selling them through life. Start that buying impulse in your favor with a message in the December issue. Let us have copy by October 15th.

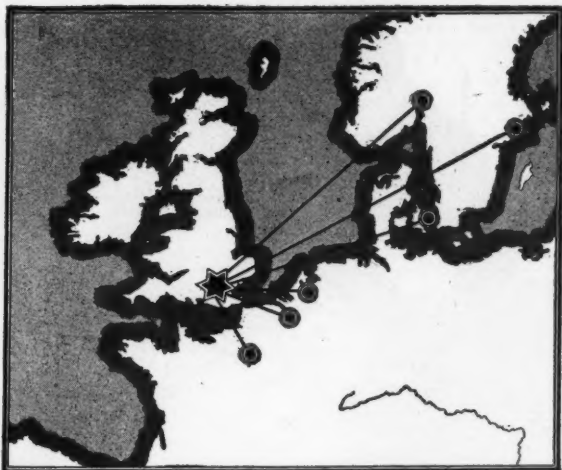
**THE SPRAGUE PUBLISHING CO., Detroit, Michigan**

(Member A.B.C.)

Branch Offices: 286 Fifth Avenue, New York

1418 Lytton Building, Chicago





## ***THE OLD WORLD—the most populous of all markets***

*A complete service to meet  
the needs of two continents*

The population of Europe today is four times that of the United States.

In the British Isles alone, smaller in area than the state of California, live over 47,000,000 people. This dense market consumes such quantities of foreign goods that its per capita imports are three times those of the United States.

Since 1919 the J. Walter Thompson Company has maintained an office in London. During this time it has participated in the establishment of many American products abroad.

To meet the needs of the increasing de-

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*Bush House — the new home of the J. Walter Thompson Company office in the center of the business district of London.*



velopment of international business, the J. Walter Thompson Company has greatly expanded its European facilities. In addition to an enlarged staff in London, direct representation has been established in six of the most important continental countries, insuring minimum rates from publications and foreign language copy that is not only right in appeal but correct in native idiom.

To American manufacturers selling abroad the London Office provides a first hand contact with the selling problems of the old world.

To European manufacturers the J. Walter Thompson Company brings a broad knowledge and experience obtained through the combined efforts of its seven offices in planning and executing advertising campaigns in Europe and the Americas.

## J. WALTER THOMPSON COMPANY

### *Advertising*

NEW YORK

CHICAGO

BOSTON

CINCINNATI

CLEVELAND

SAN FRANCISCO

LONDON

# American Cotton Oil Transfers Trade-Marked Brands to Gold Dust Corporation

President's Report Shows only Advertised Subsidiary Was Profitable

A REPORT of George K. Morrow, president of the American Cotton Oil Company, to the stockholders, tells of important changes in the organization of the company and of its plans and methods. It relates the formation of the "Gold Dust Corporation," to which has been transferred the soap business, its trade-marks and good-will, including "Gold Dust," "Fairy Soap," "Sunny Monday Soap," etc. It hints that the Gold Dust Corporation will actually become the parent company instead of being subsidiary to the cotton oil business. The report inferentially forecasts greater advertising development for the company's trade-marked brands. Mr. Morrow says:

*"To the Stockholders of the American Cotton Oil Company:*

"The results of your Company's operations during recent years have demonstrated the necessity for a readjustment of its affairs. The American Cotton Oil Company was organized nearly forty years ago for the primary purpose of conducting the business of crushing cotton seed and refining and selling the resultant cotton seed oil. The manufacture and sale of specialty soap products, such as 'Gold Dust' and 'Fairy Soap,' was developed through a subsidiary merely as an incident to the oil business and has heretofore assumed but a secondary role.

"During recent years the cotton seed oil business has become increasingly speculative, hazardous and unprofitable. Market prices have been subject to violent fluctuation. This fact, coupled with the high price levels which have prevailed, creates a risk many times greater than that which prevailed during the earlier period. Under such conditions, price fluctuations completely overshadow

any legitimate manufacturing profit which can normally be expected. There have been other developments in the business which have worked to the serious disadvantage of your Company. For instance, since the war, the European market, in which your Company had always enjoyed a strong position, has been completely lost to this country. Again, higher freight rates are operating to the advantage of small local mills as against large plants dependent upon a wide area for their raw material. In consequence of this situation, very substantial losses have been suffered during recent years, not merely by this Company but by others having a similar position in the same business. Although final figures are not yet available, it is expected that the fiscal year ended August 31, 1923, will show an operating loss to this Company, with inventory adjustments, but exclusive of bond and note interest, of about \$2,750,000. Aggregate operating losses for the previous three years were about \$5,300,000.

"The soap and washing powder business, on the other hand, has developed in a continuous and healthy manner. It has produced a substantial income for many years and shows attractive possibilities of further profitable growth.

"Another important factor in the situation is that this Company has \$8,000,000 of notes falling due on September 2 of next year. The Company must seriously look forward to meeting that obligation.

"In May, 1923, I assumed the duties of President of this Company and in my official capacity I continued the intensive study of the Company's affairs which I had theretofore commenced. As

# Do You Know

How many Iowans live in cities, towns and on farms?

The number of automobiles owned in every Iowa county?

The names and addresses of the 37 wholesale grocers in Iowa?

The value of each of Iowa's crops?

The number of retailers in each Iowa county in all principal lines rated \$1,000 or more?

The circulation of Iowa's largest daily and Sunday newspapers in each of one thousand Iowa cities and towns?

You'll find the answers to these questions and many others in The Des Moines Register and Tribune's new merchandising book—just issued.

May we mail you a copy?

The Register and Tribune, Des Moines, Iowa  
Representatives:

I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Company, San Francisco and Los Angeles.





a result of such study, I recommended that the Company should proceed on the basic plan of expanding the profitable end of the business and curtailing that which has proved unprofitable. In particular, I recommended to the directors that the manufacture and sale of 'Gold Dust,' 'Fairy Soap' and other profitable products be pushed and that the cotton seed oil business be curtailed. The curtailment of the cotton seed oil business will mean that we can advantageously concentrate it into a few of our plants, rendering the balance unnecessary for our purposes. The sale of these plants will not only relieve us of the burden of superfluous assets and heavy carrying charges, but will furnish us with cash toward meeting our \$8,000,000 of notes maturing next September.

"Thus, this program should enable us to make money in the future, and at the same time give us cash toward meeting our maturing obligations and eliminating interest charges.

"These recommendations were unanimously approved by the Board of Directors and with their full concurrence actual steps have been taken as follows:

"The Company has curtailed its cotton seed crushing business and has limited the refining and selling of cotton seed oil. This has permitted a substantial decrease in the amount of inventory carried by the Company and has released certain fixed assets for sale. Substantial progress has been made in this liquidation and while the realization from the sale of such dead plants will show a book loss of about \$3,500,000, the practical results are regarded as satisfactory.

"The foregoing curtailment of the cotton seed crushing and oil refining business and new methods which have been introduced for handling the soap business, together with a policy of rigid economy, have permitted drastic reduction in administrative and operating personnel. Savings in overhead expenses which have already been effected in the soap business alone, for example,

amount to over \$500,000 per annum.

"There has been organized a new corporation under the laws of New Jersey, known as Gold Dust Corporation, to which has been transferred the soap business, its trade-marks and good-will, including 'Gold Dust,' 'Fairy Soap,' 'Sunny Monday Soap,' etc. Gold Dust Corporation has an authorized capital of \$5,000,000 of preferred shares and 325,000 common shares without par value. It is at present a subsidiary of The American Cotton Oil Company, which owns all of the preferred stock (\$5,000,000) and all of its now outstanding common stock. It is expected that Gold Dust Corporation will hereafter be the more active corporation, with a substantial and consistent earning power.

"Important progress has thus already been made in a program designed to put your business back on a paying basis. It involves, however, a reversal of the importance of the respective lines of business and your directors have accordingly concluded that Gold Dust Corporation, which owns the profitable soap and washing powder business, should become the parent or leading corporation. This will be accomplished by the exchange of stock of Gold Dust Corporation for stock of The American Cotton Oil Company. Stockholders will not by this exchange be abandoning, but will retain, interest in the assets and business of The American Cotton Oil Company through the Gold Dust Corporation."

### Hardwood Flooring Advertised in Canadian Campaign

Canadian newspapers and magazines are being used by the Seaman-Kent Company, Limited, Toronto, in an advertising campaign which it is conducting on hardwood flooring. This campaign is being directed by Smith, Denne & Moore, Limited, Toronto advertising agency.

### Joins Arrow Press

William L. McPherson, formerly of the Joseph Mack Printing House, Detroit, has been appointed assistant manager of the Arrow Press, Inc., New York.

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# Advice

In advertising counsel, dissuasion is as important as *persuasion*. And often a lot more honest. The sincere agent serves as "guide, philosopher and friend" to his clients. He spends *their* money as he would spend his *own*. When a new advertiser, in an ecstatic moment, would rush in where seasoned advertisers fear to tread, there must be a restraining voice to utter a gentle but firm "No!"

Which of these books shall  
we send you?

How to Judge an Advertising Agency

Points on Merchandising Advertised Products  
Through Department Stores

Merchandising Advertised Products  
Through Drug Stores

# J. H. CROSS CO.

General Advertising Agents

CROSS BUILDING, 15TH & LOCUST STREETS  
PHILADELPHIA

Members:

American Association of Advertising Agencies  
National Outdoor Advertising Bureau  
Audit Bureau of Circulation

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## Walter Camp tells What Makes a Champion

**W**HAT is the magic quality that raises one man or woman to the top rung of the ladder?

Out of many years' experience as coach, player and critic of all kinds of sport, Walter Camp answers that question in this week's Collier's.

"The difference between the near champion and the man who really wins the titles is almost entirely a mental affair," says Mr. Camp, and points to Benny Leonard, Walter Hagen, Helen Mills, Gene Sarazen, and Christy Mathewson as his examples.

But the thing that makes Gene Sarazen or Benny Leonard great also distinguishes the leaders in business and in every other human activity. "Everyone of us would like to be a champion in something or other," observes Mr. Camp, and because this is true, his article in Collier's will be read in more than a million homes where men and women aspire to excel in the art of living well.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.

# Read To-day's Financial News *To-day*

Chicago investors and financial interests read to-day's special articles TO-DAY in The Chicago Daily News. They read Babson's Saturday feature SATURDAY in The Daily News—not Monday in an eastern newspaper.

They read the full story of the financial day—complete—in the "Final Edition" of The Chicago Daily News, TO-DAY—not twelve hours later in the morning newspapers that print the SAME reports.

They read all the important financial and market news while it is NEW and actionable—and at the same time they read the financial advertising in The Chicago Daily News, while their interest in investment is at its peak.

Furthermore, the interest and confidence with which they read The Daily News' carefully edited and up-to-date market and financial pages, is extended to advertisers in these pages. These advertisers capitalize and profit by The Daily News' prestige—the standing and influence built up by more than forty-seven years of efficient, progressive newspaper service.

Here is the greatest maintenance market for investment securities in Chicago. Here is sales influence with the investor in the highest degree.

## THE CHICAGO DAILY NEWS

*First in Chicago*

# Can Barney Google Sell Bananas at the Follies?

Publicity That Derides the Product May Be of No Value to the Advertiser

By Alex Osborn

Vice-President, Barton, Durstine & Osborn, Inc.

SOMETIMES it seems that misconceptions in regard to advertising, its possibilities, its limitations and its weaknesses, are not confined to the layman. Recently an advertising man, rated as one of the most able in the country, said to me:

"I am ashamed of myself. I have never created a slogan or an idea catchy enough to be flashed along the Great White Way, or brought in as a clever line in a Broadway show."

I told him that perhaps the fact that none of his work had been vaudevillized, or Ziegfeldized, proved that it had been of real merit.

Then again, a friend of mine recently came to me as a disinterested third party and said he was discouraged about the advertising his firm was doing. I found that his business was increasing nicely all the time and that his firm was making money, but because the company had no "Sunny Jim," "Spotless Town," or "Eventually—Why not now?" he had started to wonder whether they were getting their share of results. I managed to convince him that maybe there was some merit in the less sensational, but result-producing copy that his concern was using.

A few weeks ago, a third incident happened which seemed to illustrate still another angle of this very human tendency to be blinded to the dollar-producing pull of honest, everyday, selling copy by the lure of calcium-glare publicity.

We were at lunch. One of the party, a man who is in reality one of the biggest sales executives in captivity, asked: "How much do you think the United Fruit Company paid to the man who wrote 'Yes, We Have No Bananas?'"

I replied that if they had paid very much, they had been stung, because I could not see how such a song could promote the sale of bananas to any sensible degree.

As a race, we Americans are inclined to feel a great deal of admiration for the spectacular, and too little inclined to give proper credit to the everyday work that is the life-blood of business. In advertising, far too few realize that selling depends not so much on making things known, as on *making things favorably known.*

## A DISTINCTION IS RECORDED

One of the greatest misconceptions commonly applied to advertising is that if a thing becomes widely known, it is bound to sell—and that it is money in the pocket to have people talk about your product regardless of what they say about it. I have a suspicion that when you get people talking laughingly or sneeringly about your product, you are creating an adverse effect, no matter how widely known it may become therefrom.

And so, I really questioned whether the currency of the slogan, "Yes, We Have No Bananas" had done anything to make the banana *better* known. Everyone knew what a banana was before the song was conceived. The song had succeeded merely in making people laugh at bananas—at least so it seemed to me.

So I went personally to a number of fruit stores and asked whether the sales of bananas had increased any this year over last. Invariably the reply was that this had been a rather poor season, not as good as 1922. I secured figures from Government bureaus at Washington and found that the import statistics for the fiscal year show that there has been a drop

in imports of bananas of nearly 2,000,000 bunches, compared with the previous year.

I am not sure whether this falling-off in the imports of bananas was due to high prices, a poor crop, or what. But the obvious conclusion on this evidence is that, "Yes, We Have No Bananas"—although more in type and more often quoted this year than any other phrase—has *not* increased the sales of bananas.

By the same token, "He's a lemon" never helped the sale of lemons, so far as I can remember. But when people called Ty Cobb a "Georgia Peach," or spoke of a pretty girl as "a peach," that may have helped increase the sale of peaches—at any rate, it was a phrase that didn't tend to put the peach into disrepute.

If the currency of the slogan "Yes, We Have No Bananas" were to be intensified by fifty-fold, you would never accomplish as much for bananas as the Sunkist people have done for oranges with their persuasive advertising of the orange's flavor, its health-giving properties, its dietetic use, and other good points.

On the other hand, there have been songs which may have done good work by way of favorable advertising. For instance, twenty years ago there was a popular song entitled "Come away with me Lucile, in my merry Oldsmobile." At that time, automobiles were little known and this doggerel may have actually helped to make automobiles more popularly known and to place the name "Oldsmobile" in a favorable light. "Put me off at Buffalo," and "Meet me in St. Louis, Louie" helped advertise the big fairs held in those cities years ago. Without doubt, "Under the Anheuser Busch" did something to promote sales for that amber fluid. But there is a big difference in the potential effect of such songs, as compared with any derisive song or slogan like, "Yes, We Have No Bananas."

Now consider for a moment the case of the advertiser who thought that his firm needed something like a "Sunny Jim" character to

put its product across. This firm has a product with a popular appeal, sold in one style only, a single size and a single package. A great success has been made with comparatively small copy and a small advertising expenditure.

#### ANSWERING WITH A QUESTION

When he put the question up to me, I asked if there were any room in his advertising where he could add such a trade-character. He replied in the negative—the copy was already too crowded in an effort to tell what it would do for the public.

"Then, if you were to include a trade-character," I said, "you would have to increase your space, which would increase your advertising appropriation. But that is only one point. The crowded condition of your copy is nothing compared with the crowded condition of the public mind."

I asked him how many competitive products the public had been familiar with before his product had been put on the market and he said probably nine or ten. My next step was to point out how difficult it had been to make the public acquainted, in the face of this established competition, with the merits of his product. I argued that the fact that large and profitable sales had been established proved that his copy had been good and that the biggest asset he had was that he had just *one thing to sell*, one package and one idea. I asked him if he wanted to discard this big asset by taking on a *second* thing to sell in the form of a trade-character like "Sunny Jim" or "Lotta Miles." I suggested that when an advertiser tries to sell two things instead of one, instead of getting one-half the value of the advertising for each, he probably gets less than a third for each. The public mind is so crowded and lazy that it finds it hard enough to assimilate a single idea, let alone a double one.

Of course, if a trade-character closely identifies what you have to sell, it may merge into the idea of your product so well as not to compete against your product. In

that case it may justify itself in the fact of added memory-value. But when a trade-character has very little in common with a trade name, its use is questionable. And when a trade-character appeals to the risibilities and causes burlesques, sneers and derision, it is worse than questionable.

Such characters as the "Gold Dust Twins," the Dutch woman chasing dirt, help associate the idea of these products with the housewife's desire to have her home clean and neat. Even such a character as "Thirsty Fibre" has a definite value because the makers of paper towels had a distinct sales obstacle to overcome in the fact that many people thought that paper towels wouldn't absorb moisture satisfactorily. But, "Barney Google" would not make a good trade-character under any condition.

The trade-character is not essential to all advertising and sometimes he may require so much limelight as to dim the real appeal of a product. I wonder how much further Cream of Wheat would have progressed if it had not been for the famous colored chef. I understand that only recently he has been relegated to a most inconspicuous part in Cream of Wheat advertising. At any rate, the company has started out with full pages in color to tell what Cream of Wheat will do for children's health. In this new drama, the chef is left far back in the rear of the stage.

And I wonder whether all this does not justify the conclusion that it is best not to try to sell *two* things when you have only one thing that will bring money to the cash till. And isn't it best to sell your product to the public in terms of its value to *their* health, *their* comfort, or *their* personal or business interests—rather than in terms of the antics of *your* trade-clown?

And now to get back to (and at) my friend who thought his life was wasted because he had never fathered a slogan or idea that had caught in vaudeville circles or had helped illuminate the Great White Way.

I asked him for instances of what he meant, and he mentioned a scene he had recently witnessed in a Broadway play. A couple of actors, profusely decorated with whiskers, sneaked on the stage and did a soft-shoe dance. As they danced, they coughed and sneezed and gave every evidence that they had been touring bare-headed in an open car. Everyone instantly knew that here was a stage characterization of those well-known advertising characters, the Smith Brothers. The act received a well-deserved laugh.

#### WILL SUCH PUBLICITY SELL COUGH DROPS?

"Would anyone," I asked my advertising friend, "want to buy Smith Brothers Cough Drops on account of this vaudeville travesty?" If there had been anyone in the audience suffering from a tickling in the throat, wouldn't he have been more likely, on his way home, to stop in a drug store and ask for a package of Luden's Cough Drops, which he had seen always seriously advertised on merit, rather than derisively advertised on whiskers?

Another instance my friend gave was of the "Arrow Collar Boy" recently burlesqued in a New York show. On the stage, this character was shown as a "willy-boy" whom few men would envy and most men would laugh at. I wondered whether the man in D-15 who saw that imitation might not go home and sheepishly discard his "Arrow" for some other collar that would not stamp him as in the lounge-lizard class.

"Ford doesn't have to advertise. Ford jokes give him millions of dollars' worth of advertising free." Isn't that another myth of the public mind that has also gone unchallenged in many a trained advertising mind as well?

It is true that Ford has gone far without paid advertising. But, no Ford joke ever sold a Ford, while lots of Ford jokes have sold Chevroleets and Maxwells and Overlands.

No—Ford jokes have not helped Henry. But, he has had millions of dollars' worth of advertis-



ing gratis in the form of the countless Fords that are seen on every street and road. Those are what have given the Ford automobile more publicity (for nothing) than all the advertising of all the other automobile companies put together. It is a matter of actual fact that the Ford factory is turning out about 1,500,000 mobile "billboards" every year, which, when in use, command locations that could not be bought by any advertiser—our principal thoroughfares, the middle of the road, in our parks, our boulevards, everywhere, all the time. And all of this is paid for by the Ford owners.

And yet, Mr. Ford has just announced the most stupendous advertising appropriation of all time—\$7,000,000 to be spent in one year for straight, out-and-out desire-creating, reason-why advertising for the Ford automobile. Is Mr. Ford going to spend his seven millions to advertise a trade-character? Not so far as I know. Will he use a portion of it to get the Ford burlesqued on the stage? I doubt it seriously.

Yet, even the stage presents advertising possibilities. What I question is *derivative* stage advertising. When the good-looking secretary of the hero of the play brings out the fact that she uses an "Eversharp," that is favorable advertising. In Ed Wynn's last show was shown a giant Corona typewriter as part of a very beautiful and effective scene. That was good advertising. It glorified the Corona. It did not deride it.

If you can get the stage, or the motion picture, the popular song, or any other medium to glorify your product, and set it forth in a *favorable* light, it is good advertising. If it belittles the product, or confuses your main appeal, it probably will be bad advertising, no matter how widely it may spread.

Popularity may be a calamity. It is better to be favorably known in a small way than universally laughed at. Advertising success is to be measured in growing public good-will, rather than in reiteration of a popular slogan

along the Great White Ways of our American cities. Sell the product that you make in terms of its value to the buyer, and let the Sunday funnies take care of the nation's trade-character needs.

### Oil Burner Manufacturers Form Association

At a recent meeting held at Chicago of oil burner manufacturers from all over the United States, there was formed the American Association of Oil Burner Manufacturers. The purpose of this new organization is to inform the public of the comfort and convenience of oil burners for domestic uses as well as the merits and advantages of industrial oil burners.

Wallace C. Capen, Home Appliance Corporation, St. Louis, was elected president of the association. The following regional vice-presidents were elected: East, Ernest H. Peabody, Peabody Engineering Corporation, New York; Mid-West, E. G. Rhodes, Winslow Boiler & Engineering Co., Klen-Heet, Chicago; South, A. M. Lockett, A. M. Lockett Co., Ltd., New Orleans; West, J. T. Vorhies, Coen Co., San Francisco, and Canada, G. S. Baldwin, Fess System, Toronto.

Leod D. Becker, publisher of *Fuel Oil for Heat and Power*, was elected secretary-treasurer. The association will have temporary headquarters at Chicago and Galesburg, Ill.

### Klau-Van Pietersom-Dunlap Has Electric Account

The Arnold Electric Company, Racine, Wis., manufacturer of drink mixers, electric vibrators, etc., has placed its account with Klau-Van Pietersom-Dunlap, Inc., Milwaukee advertising agency. Business papers, newspapers and magazines will be used in a campaign for this account.

### "Bostonian" Shoe Account for Barton, Durstine & Osborn

The Commonwealth Shoe & Leather Company, Whitman, Mass., manufacturer of the Bostonian shoe, has placed its account with the Boston office of Barton, Durstine & Osborn, Inc.

### W. G. Abel with Smith, Denne & Moore

W. G. Abel has joined Smith, Denne & Moore, Limited, Toronto advertising agency. He was for many years manager of the Eastern office at Toronto of the *Grain Growers' Guide*, Winnipeg.

### Has Vapo Stove Account

The Vapo Stove Company, Inc., Lima, O., manufacturer of oil stoves, has placed its advertising account with The Maxton R. Davies Company, Cleveland advertising agency.

Getting women  
to ask for your textiles  
and articles of women's wear in

# Philadelphia



**I**MAGINE if you can the vast needs of the women and children in the half-a-million separate dwellings in Philadelphia?

Dry goods, silks, underwear, stockings, corsets, ready-made suits and overcoats, hats, shoes and the many other distinctly feminine things.

The Bulletin has published a routed list of 9148 separate shops in Philadelphia that cater to women, and can give

you first hand information and help.

If you wish to expand your business it will be well for you to discuss Philadelphia with any of our agents listed below, or come to Philadelphia and size up the market for yourself.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin

PHILADELPHIA'S NEWSPAPER

*U. S. Post Office Report of net paid circulation  
for six months ending March 31, 1923—505,098*

**NEW YORK**  
814 Park-Lexington Bldg.  
(46th and Park Avenue)

**CHICAGO**  
Verree & Conklin, Inc.  
28 East Jackson  
Boulevard

**DETROIT**  
C. L. Weaver  
Verree & Conklin, Inc.  
117 Lafayette Blvd.

**SAN FRANCISCO**  
Harry J. Wittschen  
Verree & Conklin, Inc.  
681 Market St.

**LONDON**  
Mortimer Bryans  
125 Pall Mall, S. W. 1

**PARIS**  
Ray A. Washburn  
5 rue Lamartine (9)

1. 2. 3.

Preferences are the same  
in Oklahoma City and  
forty miles away

**G**O into any grocery store in Oklahoma City. Ask the three national brands of coffee that lead in sales. Take the inter-urban to Norman, El Reno, or Guthrie. Ask the grocers in these thriving cities the same question. You'll get the same answer. Extend your investigation. Interview the grocers of Shawnee, Chickasha, or the score of smaller towns within forty miles of Oklahoma City.

The undisputed and consistent leadership of these brands will surprise you unless you consider that you have not, as a matter of fact, investigated a number of disjointed cities, but one cohesive market, served by

one distributing point, and influenced by one morning and one evening newspaper. All three of the leaders in the coffee field have been consistently advertised in the Oklahoman and Times, circulation 113,000 daily.

A city market of 112,000, a supporting radius of 375,000 are thoroughly covered by this combination. These newspapers alone have any considerable coverage throughout this area.

Alone they have influenced preference so that today the same coffees, the same soaps, the same cigarettes will be found in undisputed leadership throughout the entire Oklahoma City market.

*The Oklahoman and Times Development Department is prepared to furnish intelligent merchandising service and market data to users of these two newspapers.*

## *The* **OKLAHOMAN & TIMES**

MORNING, EVENING AND SUNDAY

MEMBER A. B. C.

REPRESENTED BY

**E. KATZ SPECIAL ADVERTISING AGENCY**

NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO



## Toilet Soaps with 90% Consumer Preference

**F**ORTY-THREE brands of toilet soap are sold in the greater Milwaukee Market—yet 107,258 families out of 122,700 use only four brands. These four brands enjoy 90% distribution—because they have taken the “short cut” to the consumer—which is Milwaukee Journal advertising.

To secure and hold this great consumer preference among 107,258 families—these four advertisers used 39,004 lines of advertising in The Journal last year, as compared to 17,704 lines in all the other Milwaukee papers combined. Two of the campaigns were printed exclusively in The Journal. Names of the four brands are given in The Journal's Survey on Toilet Articles and Accessories sold in The Greater Milwaukee Market. Hundreds of other vital sales, merchandising and distribution facts are revealed in the same survey.

Whatever you make or sell—to enjoy bigger sales and wider distribution in the Milwaukee-Wisconsin Market—take the “short cut” to the consumer—consistent advertising in *The Journal*. Maximum results at the lowest possible cost can be obtained only in this way.

**The Milwaukee  
JOURNAL**  
FIRST—by Merit

### In the Survey—

on Toilet Articles and Accessories, many lines are covered including—Shaving Preparations, Toilet Powders, Cold Creams, Lipsticks, Rouge, Perfumes, Eye Preparations, Tooth Cleaning Preparations, Hair Pins, etc. The complete line of Journal Surveys is as follows:

*Volume I—  
Facts and Figures.*

*Volume II—  
Household Appliances,  
Utensils and Accessories.*

*Volume III—  
Toilet Articles and  
Accessories.*

*Volume IV—  
Recreation, Sports and  
Accessories.*

*Volume V—  
Cigars, Cigarettes,  
Tobacco and Candies.*

*Volume VI—  
Men's and Women's  
Wearing Apparel.*

*Volume VII—  
Package Goods Sold  
Through Grocery Stores.*

*Volume VIII—  
Local Retailer's  
Merchandising Policies.*

Write at once for those volumes in which you are interested, enclosing \$2.00 per volume to partly defray printing costs.

**Complete Advertising Service  
Roto-Art—Color  
Black and White**

# Effect on Advertisers of New York Newspaper Strike

How Advertisers Are Affected by Strike of Pressmen

**G**REATER New York was given a novel experience last week. Without a word of warning to the public, the pressmen in the newspaper plants went on strike. On the morning of September 18 there were virtually no city newspapers to be obtained and while the evening papers appeared, they were reduced to eight-page size. All through the week the papers, morning and evening, brought out abbreviated editions. Sunday showed a little improvement, but as compared with Sundays that have gone before for years past, the New York newspapers of September 23 mark a low record as to size.

Within a generation New York has not been so crippled in the dissemination of news. Because of the fact that it is during the last quarter-century that newspapers have shown the greatest expansion and that advertising in newspapers has witnessed its greatest development, it is interesting to note how the papers handled the advertising in the emergency. Particularly, from the standpoint of PRINTERS' INK's readers, it is interesting to discover what substitute measures were resorted to by the big stores that have largely relied on newspaper advertising to create a large volume of sales.

During the early stages of the strike a representative of PRINTERS' INK who visited many retail stores was told that the advertising of Sunday and Monday was still effective and that the decline in sales was negligible. Later in the week a period of rainy and unseasonably warm weather set in that would have kept away many shoppers even if they had been able to absorb the advertising that ordinarily would have appeared in the newspapers. Consequently it was impossible to determine just what effect the strike was having on retail sales.

While the heads of many of

the stores were unwilling to give comparative sales figures, it was easy to discover, by talks with salesmen and department heads, that attendance was being affected. As the elevator girl at one department store said: "Has the newspaper strike affected us? I should say it has! There's supposed to be a big rug sale on the seventh floor this morning—just take a look at it." A visit to the rug department showed exactly three women looking over a special sale of Wilton rugs. They had been told about the sale by inserts put in bundles from other departmentments. As a rug salesman said, "We didn't reach the rug buyers on this sale. If you want to move something quick and get action, you have to use newspaper space. We only got a few of our old customers who don't seem particularly interested in rugs."

## FINDS SELLING DIFFICULT WITHOUT ADVERTISING

A salesman in the men's wear department of another store pointed out the few customers in sight. "The only people who have been in here in the last few days are the ones who absolutely had to have something, and they are harder to sell. When a sale has been advertised they come in with the purchase decided and the money spent before they even see the salesman. Now they are harder to sell and there are fewer of them."

The head of a department at one of the largest stores said that there is going to be a great deal of figuring when the strike is finally settled, to discover the true relation between sales and advertising. He pointed out that his store had not been so affected as others about which he had information, since the store had a more regular clientele than others which sold more on price than on name

and service. He had attended several meetings since the strike began, at which future advertising was discussed. There is a great deal of waste in present forms of advertising, as he saw it, and it is felt that a decided change in copy might be made to advantage. "We are going to consider the plan of using what we consider the two leading papers in New York for our class of trade, and then using one leading paper in a list of thirty or forty big cities. We feel that the institutional type of copy has helped us weather the present storm, and we are going to concentrate on improving this sort of advertising and increasing it to take in a large list of cities. Believe me, there's going to be a lot of figuring with pencil and paper on the part of every department store in New York to see just how they can increase the efficiency of newspaper advertising."

Discussing the results of the newspaper strike for the first week on the business of B. Altman & Company, Col. Michael Friedsam said: "Business this week has been fair. If this strike continues much longer undoubtedly it will affect business seriously but so far it has been of such short duration that it has had no material effect."

H. A. Saks, of Saks & Company, when interviewed stated: "The newspaper strike must, of course, have a detrimental effect on the business of the retail store, but it is not especially noticeable as yet. If it continued long enough the retail advertisers would be confronted with the problem of replacing their customary medium with substitutes. This, like most experiments, would prove unscientific and costly. No one believes the situation an alarming one. The store owner as well as the man in the street knows that it is of a temporary nature only and that the regular publishing of newspapers will be resumed, if not this week, next week or the week after. Yesterday we were able to announce a sale in our toilet goods department in newspaper advertising. Today, as a result, that department is favored

with a group of shoppers not evident in such large numbers in our other departments.

"The money which we invest in advertising is not spent with the idea that our sales for the next few days will justify its expenditure. It is spent to create goodwill and prestige for the name of Saks and to instill a mental picture in the buyer's mind that will associate Saks' merchandise with his buying needs when they arise. We expect the momentum of this long-continued advertising to carry us over a situation such as the present newspaper strike. We are confident it will do this."

Frank Irving Fletcher, advertising counselor, summed up his impression of the newspaper strike and its reaction on advertisers in the following: "Inasmuch as there is little precedent to go by in such an experience as that existing at present, we can only conjecture the results. It is only obvious to say that in view of the great value of newspaper advertising to retail shops the present absence of newspapers which the advertiser has been accustomed to use cannot but be the reverse of beneficial. Any real danger can only be estimated after such a condition has continued over a protracted period.

"There is a certain carry-over in advertising, however, that will serve the merchant in a time of need like this and it would be absurd to think that, because of the present situation there will be any serious cessation of public buying."

#### QUICK ACTION IS TAKEN

The big department stores quickly took such action as seemed possible in order to take up the slack in sales that was bound to be occasioned when the usual channels of advertising were cut off.

For example, Gimbel Brothers prepared a large poster which was displayed in all show windows. This poster read as follows: "Hundreds of special offerings today. Due to the present emergency we are unable to present our usual newspaper announcements. However, our customers will find a larger-than-usual quota of excel-

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lent specials on sale. Walk through. Specials in all sections." In addition to this poster, copies of the advertisements which were scheduled to run during these days were printed in proof form and displayed in all show windows and piles of them were placed on tables in the entrances so that customers could pick them up and take them home. A meeting of buyers was also called and each one was asked to prepare a few extra special items so that customers coming into the store would find many bargains additional to those advertised. Special signs were prepared to indicate the locations of these bargains throughout the store.

McCreery and other stores used additional space in Newark and other suburban papers. McCreery also prepared proofs of its advertising, including one of each in all packages sent out to customers.

Wanamaker sent proofs of its advertisements to its regular mailing list and stationed boys at the

entrances of the store to hand these advertisements to customers as they entered. Frederick Loeser & Co., Brooklyn department store, sent out on Saturday to its mail list a "Bulletin," equal to four newspaper pages in size, announcing special offerings for Monday, September 24.

Macy placed copies of its advertisements in prominent sections of the store and in the windows. Sale goods were also displayed in the windows and frequent changes made.

Best & Co. planned to circularize its mailing list and to increase its space in suburban newspapers. This company is also considering the use of price cards in its windows.

Hearn was fortunate in being able to announce its Anniversary Sale before the strike occurred and therefore business during this sale was not affected. This store's "Start of Season Sale," however, takes place this week and its method of announcing it has been to mail

**The  
George L. Dyer Company  
42 Broadway  
New York**

**Western Offices  
76 W. Monroe St.  
Chicago**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**



copies of its advertisements to its customers and post them in the show windows.

Stores in suburban cities have grasped the opportunity presented to them by increasing their advertising space in home-town papers to gain some of the trade that ordinarily would go to New York. Several advertising agents who handle national accounts using New York newspapers in their schedules advised PRINTERS' INK that they were holding off insertions of advertisements until the papers begin to run regularly. The small space which they could procure in the limited editions being published and the uncertainty of the appearance of advertisements interfered with the continuity of campaigns and lessened their effect. Therefore it seemed better to drop out entirely until the situation returned to normal.

When the first eight-page papers appeared they were devoted to telegraphic and local news and to regular features of the respective papers. Advertising was wholly lacking. When advertising did begin to appear it was usually restricted to six or eight inches for any one advertiser. One newspaper which succeeded in increasing its size to sixteen pages was able to take care of its customers in more generous fashion. Suburban publishers sent large quantities of their papers to New York, and Philadelphia and Boston papers in certain instances were on sale.

#### RESTRICTED ADVERTISING SPACE

The strike, which was not countenanced by the International Pressmen's Union, came as a sudden culmination of dissatisfaction with an arbitration decision of Judge Martin T. Manton, made eighteen months ago. The charter of the local pressmen's union has been revoked and the way is now open to a resumption of work by those men who will deal with the Publishers Association of New York City through the International Union. A new contract has been signed by the Publishers Association and the International Union.

## Motor Manufacturers Discuss Marketing


THE fall convention of The Motor and Accessory Manufacturers' Association was held at the Copley-Plaza Hotel, Boston, from September 19 to 22.

"Widening the Market for Automotive Products" was the dominating theme of the convention. Topics for general discussion at the various sessions included: "How to Sell More and Lose Less"; "The Advantages of Selling Both the Jobber and the Dealer"; "Selling the World American Motor Transportation"; "Delivering the Goods," and "How Advertising Can Help Sell More Automotive Products."

Among the speakers who appeared before the convention were: Roy D. Chapin, chairman, Hudson Motor Car Co., Detroit; James M. Curley, Mayor of Boston; Harry Meixell, secretary, motor vehicle conference committee; George H. Pride, Autocar Company, Ardmore, Pa.; Ray Sherman, business counsel, The Class Journal Company, New York; J. I. Nevin, assistant treasurer, Moto-Meter Company, Long Island City, New York; O. W. Myers, district credit manager, Goodyear Tire & Rubber Company, Akron, O.; Sidney S. Meyers, general counsel, and M. L. Heminway, general manager of the Motor & Accessory Manufacturers' Association, New York; John F. Kelly, Jr., export manager, Electric Storage Battery Company, Philadelphia; F. E. Titus, second vice-president, International B. F. Goodrich Rubber Co., Akron, O.; S. W. Dorman, vice-president and general manager, Overseas Motor Service Corporation, New York; Gerrit Fort, vice-president in charge of traffic, Boston & Maine Railroad; W. H. Chandler, traffic manager, Boston Chamber of Commerce; W. M. Twobig, traffic manager, Willard Storage Battery; H. W. Slauson, engineering service manager, Goodyear Tire & Rubber Company, New York; Dr. F. C. Stanley, chief engineer, Raybestos Manufacturing Co., Bridgeport, Conn., and Sam A. Miles, manager, New York and Chicago national automobile shows.

The chairmen who presided at the several sessions included: William O. Rutherford, president of the association; E. P. Chalfant, chairman, Gill Manufacturing Co., Chicago; R. E. Hayslett, treasurer, The Hydraulic Steel Company, Cleveland; J. P. Hach, traffic manager, L. C. Chase & Co., Boston; Ezra W. Clark, advertising manager, Clark Equipment Company, Buchanan, Mich., and B. M. Asch, president, Asch & Company, Inc., New York.


# The Indianapolis News *is different*



**T**HE most powerful advertisers enjoy no concession or special privilege over the smallest. Rates, position, and the service of the Merchandising Department are the same and available to all. Circumstances or expediency have never altered this fifty-four-year-old policy.

## The Indianapolis News

Frank T. Carroll, Advertising Manager  
New York Office: Dan A. Carroll, 120 East 43d Street  
Chicago Office: J. E. Lutz, The Tower Building




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**brought this letter**



**GRUNEBERG'S**  
Lehighton Pennsylvania  
September 6, 1923



The Elks Magazine,  
50 N. 48 St.,  
New York, N.Y.

Gentlemen:-

It may interest you to know that the attached clipping from the Evening Leader, a local paper, inserted by us, has made The Elks Magazine the topic of conversation all over town. Every Elk is being besieged for loaning the magazine.

"How to tell a good store" made all the stores here clean up and brush up. Store fronts are being repainted, windows washed. There is a rush for new globes, and new electric fixtures. It's a regular bee-hive. And the ELKS MAGAZINE is responsible for it.

Go to it. Give us some more of that stuff. Politicians and storekeepers alike need such an education badly.

Tell me also tell you, and you can tell it to others that THE ELKS MAGAZINE is an unbeatatable advertising medium. Every Elk asks for Boston Carters now. I suppose pretty soon no other suspenders can be sold to them except the President. Go after the makers in our line and make 'em see that white is WHITE. For example, 68 copies of The (a great national weekly) is entering this town of 7800, as against nearly 500 of the Elks Magazine. Which means that at least 8000 people read The Elks, against 248, (this national weekly).

Very truly yours, *Lehighton*

HART SCHAFFNER & MARX CLOTHES.

**The Elks**  
Magazine

850,000 Identified Circulation

## Of Importance to Advertisers who use Classified Space

**STATE BANKING COMMISSIONER IN HIS REPORT SAYS BANK DEPOSITS IN KENTUCKY SHOW HUGE INCREASE**

**Jumped \$25,000,000 In Year**

By Associated Press to The Herald for August 30, 1923, from Frankfort, Ky., in report by James P. Lewis, State Banking Commissioner, an enormous increase in state bank deposits of approximately \$25,000,000 shows the healthy condition of the 457 institutions under control of the state banking department of Kentucky.

## THE HERALD

as a classified medium will prove a potent result producer for classified advertisers as well as it does to users of display space.

Proof as to the great industrial and financial prosperity of this state, city and territory is reflected in the brief report of the State Banking Commissioner as published herewith.

This important item means healthy business for advertisers using classified or display space in the paper that gets close to the people in this territory who have the money to spend and do the buying of needed advertising commodities.

Better do a little investigating if you have not yet used

## THE LOUISVILLE HERALD

*Kentucky's Greatest Newspaper*

**The Shaffer Group**

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

### FOREIGN REPRESENTATIVES

#### KELLY-SMITH CO.

Marbridge Building - New York  
Lytton Building - - - Chicago

#### GEO. M. KOHN

Walton Building - - - Atlanta

#### R. J. BIDWELL

Market Street - - San Francisco  
Times Building - - Los Angeles

# Armour's Advertising Takes Hams Back to the Farm

Armour Puts On Thorough Campaign to Merchandise Packing-House Products in Rural Market

THE time was when to advertise hams and bacon to the farmer would have been almost as out of place as trying to sell him chickens, eggs and milk. But now, owing to the development of the modern packing-house system, we have the interesting merchandising plan which first buys the farmer's livestock and then returns it to the farm in the shape of food products.

A short time ago Armour & Company, cogitating upon the fact that the modern farmer no longer makes a practice of slaughtering livestock for his own use, concluded that on the farms of the country there is an enormous market for hams, bacon and lard—a market undeveloped and practically neglected. The company ordered a farm-paper advertising campaign in behalf of its Star brand of ham, bacon and lard, which will continue on a large scale throughout the year and will be supplemented by local newspaper advertising and a specially worked-out system of dealer helps.

"Through our research department," says J. S. Older, of Armour's advertising department, "we have definitely established the fact that the farmer realizes that he can buy ham, bacon and lard to far better advantage than he can prepare them for himself. The farmer, while a producer of meat, has actually become a buying consumer of meat. The old-time 'butchering day' on the farm is still in vogue, but it is losing its place gradually. For one thing, the farmer has discovered that the modern packing-house method provides better hams and bacon than he can possibly prepare, to say nothing of the work he saves. This is not mere selling talk. There is a real economic principle involved. The farmer

can actually save money and get better food by selling his hogs and cattle to the packers and then buying back in finished form such modest portions of them as he may need for his own use.

"We experienced something of a thrill when, on digesting these facts, we realized that we had in effect 40,000,000 new consumers for Armour Star products. We could hardly realize that there were more than 5,000,000 farm homes where our goods could be sold that never had been reached through any special farm advertising of ours. Talk about opportunities for market development! We have been seeking them for years and yet here is one of prodigious size that could be had for the mere taking.

## BELIEVE THAT NEW MARKET HAS GREAT POSSIBILITIES

"We regard the farm market for the sale of meat products today as offering untold possibilities and as being worthy of our very best advertising efforts. There can be no question of this when it is realized that more than 42 per cent of the total population of the United States is in rural districts. These people are meat eaters. And that the farmers have the money to buy, even in these days when so much calamity talk is being heard, is shown by the average income of \$1,682 per farm realized by the 6,500,000 farms of the United States. Business people do not fully realize the great changes that have been going on in the buying habits of the rural population. Good roads and the automobile enable the farmer to visit the store almost daily or almost as often as the people living in the cities. Moreover, farmers want the best—particularly in food products. There is, therefore, no doubt at all as to the fruitful-

ness of the farm market for meat, even though meat is raised on the farm."

The Armour farm-paper campaign in behalf of hams, lard and bacon was made the basis of an intensive selling effort among retailers to cause them to increase their orders for the three products. The whole proposition was merchandised to Armour's 5,000 salesmen by means of some special printed matter designed to entice them as to the possibilities of the farm market and to cause them to pass the word along to the retailer.

The salesmen were instructed to sell the dealer on the idea of identifying his store with the farm campaign. The actual sale of the merchandise to him was secondary, and permitted to come as a matter of course. Armour correctly reasoned that if a dealer helps create a demand for certain merchandise he does not need to be urged to buy it. The mere fact that he advertises the merchandise has a psychological effect upon him which increases his purchases. And then there is the increased demand, produced by the advertising, which naturally has even a stronger effect.

The Armour salesman's first step in presenting the farm market proposition to the retailer is to put in for him a special window display of Star ham, Star bacon and Star leaflard. The advertising department provides him with plenty of dummy cartons, pails and cutouts and other store signs for his customers.

The salesman then asks the retailer for a list of his best farm customers and prospects. The names are sent to the dealer's service bureau at Armour's advertising department in Chicago, which mails out letters and booklets on the three products, telling the farmers that the dealer can supply them.

As a background for the dealer's whole selling effort, a local newspaper advertising campaign is provided. Electrotypes, containing complete advertisements, are supplied him without charge for use

in his newspaper and for printing bulletins and handbills. The only qualification is that he must promise to use the electrotypes in the detailed way prescribed by the salesman.

A display idea which the salesmen are promoting is the building up of two or three "pantry shelves" in the store. On one shelf, for example, often is grouped a Star ham, together with various articles that would go well with each for dinner—such as celery, olives, canned soup, vegetables, bread, butter, sugar, coffee, salad dressing, cake or prepared cake flour. With the display is mailed such signs as "These make a great dinner" or "There are sixty ways to serve this ham." Armour has a booklet entitled "Sixty Ways to Serve Star Ham" and plenty of copies of this are at the dealer's disposal.

The salesman also promotes contests among store sales people for the highest volume of Star ham, bacon and lard in a stated period. The dealer may give a ham to the salesman attaining the largest volume in a day or a week.

### C. R. Wiers, Vice-President, Direct Mail Association

Charles R. Wiers, vice-president in charge of sales and advertising of The De Long Hook & Eye Company, Philadelphia, has been elected vice-president of the Direct Mail Advertising Association, under the recent amendment to the constitution, which provides that this association shall have two vice-presidents, one from the United States, and one from a foreign country which may be represented on the Board. The other vice-president is Frank W. Hunt of Toronto.

### Join George J. Kirkgasser & Company

E. D. Bader and J. W. Austin have joined the copy and contact staff of George J. Kirkgasser & Company, Chicago advertising agency. Mr. Bader was formerly with the publicity department of the Universal Portland Cement Company, Chicago.

### Sunday Newspaper for Lancaster, Pa.

Steinman & Steinman, publishers of the Lancaster, Pa., *News-Journal* and the *Intelligencer*, have started publication of a Sunday morning edition under the name of the *Sunday News*.

*A Letter  
to Mr. Crowninshield  
from Anna Pavlova*

One of the few American magazines  
which is truly artistic in every respect.

*Anna Pavlova*

Some advertisers who also think  
pretty well of Vanity Fair

WILSON BROS.  
UNITED FAST COLOR EYELET  
UNITED STATES TIRES  
STUTZ MOTORS  
APPLETON ELECTRIC  
REO MOTORS

**VANITY FAIR**

*One of the Condé Nast Group*



## National Publisher's Association Has Annual Meeting

THE fourth annual meeting of the National Publishers Association was held at Briarcliff Lodge, Briarcliff Manor, N. Y., on September 18 and 19.

H. M. Swetland, head of the United Publishers Corporation, and president of the association, in presenting his annual report, emphasized the importance to the association and its members of the adoption of a code of ethics on general individual business practices. Mr. Swetland's address was given in part in last week's issue of *PRINTERS' INK*. It was recommended by the members present at the meeting that a committee on standards of practice be appointed by the incoming administration.

The work of the administration during the past year was outlined in the president's report. Especial mention was made of the service which members were receiving through the activities of the transportation committee.

A report on general conditions in the publishing and printing industries was made by Arthur J. Baldwin, of the McGraw-Hill Company, Inc., at the business session on September 18. Frederic W. Hume, executive secretary, also read his report at this session. In the evening William A. Durgin, Bureau of Standards, Department of Commerce, addressed the members on the benefits to be derived from simplified practice in industry. In his talk, which was illustrated, he pointed out the work of the National Publishers Association in making a survey on paper sizes used in the book and magazine field. The conclusions reached as a result of this research, it was stated, will be brought to the attention of the biggest users of magazine paper.

The business session on the second day of the meeting was given over to the president's address and the reports of the various committee chairmen. B. A. Mackinnon, of the *Pictorial Review*, submitted the

report of the transportation committee. This was supplemented by George C. Lucas, director of transportation of the association, who told of the economies that were being effected in the distribution of magazines by freight and mail.

The report of the postal committee was presented by A. C. Pearson, of the *Dry Goods Economist*.

A reduction in the members of the board of directors from nineteen to seventeen members was agreed upon at the meeting. The directors are divided in three classes of four each, serving three-, two- and one-year terms, respectively. The five officers of the association are *ex-officio* members of the board.

The officers of the association were unanimously re-elected to continue in office for the ensuing year. These officers are:

H. M. Swetland, United Publishers Corporation, president; R. J. Cuddihy, *Literary Digest*, first vice-president; P. S. Collins, Curtis Publishing Company, second vice-president; Frank C. Hoyt, *The Outlook*, secretary, and Roger W. Allen, Allen Business Papers, Inc., treasurer.

The members of the board of directors are:

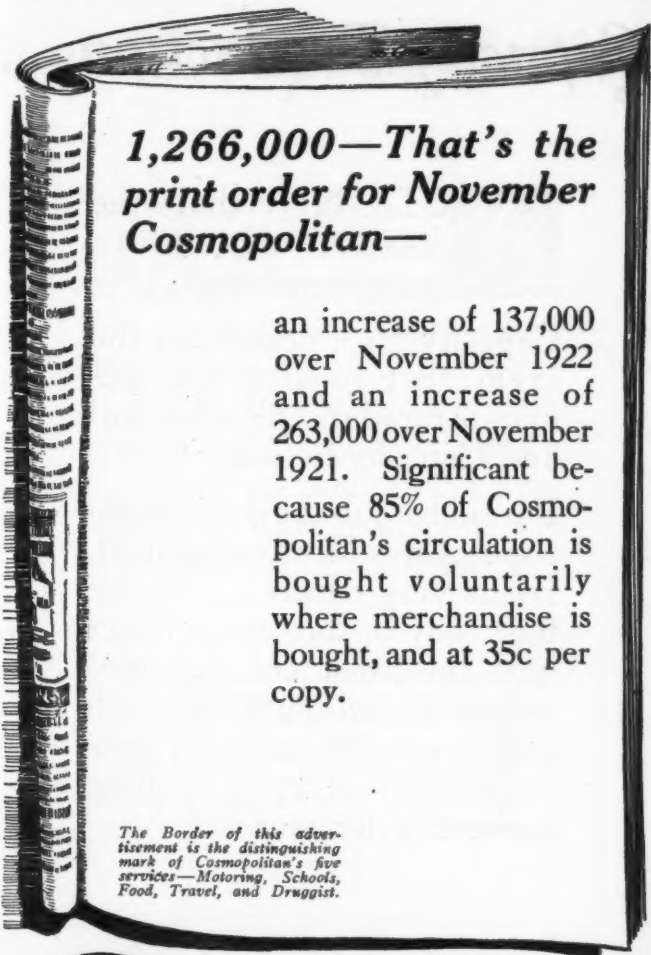
*To serve one year*—S. R. Latshaw, Butterick Publishing Company; B. A. Mackinnon, *Pictorial Review*; A. D. Mayo, Crowell Publishing Company, and Henry W. Newhall, *Modern Priscilla*.

*To serve two years*—Ernest F. Eilert, *Musical Courier*; A. C. G. Hammesfahr, International Magazine Company; Charles F. Jenkins, *The Farm Journal*, and Graham Patterson, *The Christian Herald*.

*To serve three years*—Arthur J. Baldwin, McGraw-Hill Company, Inc.; A. C. Pearson, *Dry Goods Economist*; R. C. Wilson, *McCall's* and Francis L. Wurzburg, Nast Publications.

### Philip White Joins Rural Advertisers' Service

Philip M. White has become associated with Frank B. White, agricultural advertisers' service, Chicago.



## 1,266,000—That's the print order for November Cosmopolitan—

an increase of 137,000  
over November 1922  
and an increase of  
263,000 over November  
1921. Significant be-  
cause 85% of Cosmo-  
politan's circulation is  
bought voluntarily  
where merchandise is  
bought, and at 35c per  
copy.

*The Border of this advertisement is the distinguishing mark of Cosmopolitan's five services—Motoring, Schools, Food, Travel, and Druggist.*

# Cosmopolitan

35 Cents

*America's      Ablest Advertising Medium*

W. S. BIRD  
*Eastern Sales Manager*

A. C. G. HAMMESFAHR  
*Business Manager*

J. J. BARNETT  
*Western Sales Manager*

# Capacity Production....



**ACTION!**...that's the keynote of modern merchandising.

Capacity Production... the great cost reducer... demands rapid distribution and and Capacity Selling.

For such a job the daily newspaper is specifically equipped. By its very nature... its regular, day-in-day-out contact with the consumer... it constitutes the selling force which makes possible capacity production by QUICKLY creating consumer demand.

## Chicago Herald

NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

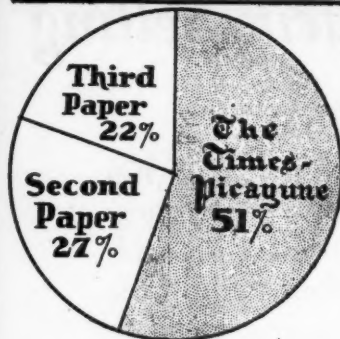
# demands Capacity Selling

**I**N Chicago . . . the Herald and Examiner, meeting the demand for rapid distribution, offers advertisers a dominant, non-duplicated circulation, plus a tremendous \*dealer influence . . . plus a merchandising service with a complete knowledge of the Chicago territory.

[ \* Repeatedly CHICAGO retailers have responded . . on the presentation of a campaign to appear in the Herald and Examiner . . . with orders the sum total of which was sufficient to pay the entire cost of the advertising campaign. . . . and this dealer-response *in advance of the publishing of a single line of advertising.* ]

## and Examiner





## The Unique Situation in New Orleans

### NATIONAL ADVERTISING

Can you name any other city of three 7-day newspapers where one regularly prints more national advertising than the others combined?

Try it.

In August The Times-Picayune was the medium for 51% of the national advertising printed by the New Orleans papers, leading the second paper by 62,894 lines and the third paper by 76,954 lines. The second paper printed 27% and the third paper 22% of the total.

National advertisers who seriously insist that every advertising dollar shall work full time concentrate in The Times-Picayune to cover the New Orleans market.

# The Times-Picayune

**FIRST FOR THE SOUTH**

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone, Hunton & Woodman, Inc.; in Los Angeles and San Francisco by R. J. Bidwell Co.

# What Advertising Thinks of Bok's Guesses

Opinions from James O'Shaughnessy, Louis Wiley, Jesse H. Neal, F. W. Nye, Artemas Ward, and Others

**T**HROUGHOUT the country last week newspapers disseminated figures that were supposed to represent the amount of money spent in various types of advertising mediums. These figures were given out by Edward W. Bok, by way of explanation of his reasons for establishing a series of eight advertising awards.

Knowing full well, through many years of endeavor, that accurate figures on total annual advertising expenditures were not obtainable, PRINTERS' INK last week informed its readers that the figures Mr. Bok had set forth were grossly inaccurate. The figures that Mr. Bok caused to be spread throughout the country were guesses. Guessing about an industry and the circulation of such guesses are harmful to that industry.

Further than this: Readers of PRINTERS' INK were told that Mr. Bok had worked harm to advertising and publishing by circulating guesses in a manner that was certain to invite attempts by radical legislators to impose a tax upon advertising.

There also appeared in PRINTERS' INK of last week a letter from the executive secretary of the Association of National Advertisers, John Sullivan, in which he upheld the contention advanced by PRINTERS' INK. James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, and Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., who, like PRINTERS' INK and Mr. Sullivan have given much thought and consideration to this entire subject have expressed views in accord with those set forth by PRINTERS' INK. Their letters, together with letters from others in the various fields of advertising and publishing who are in agreement with, or at variance with, the position

set forth by PRINTERS' INK, are given below:

## Vainglorious Boasting Puts Emphasis in Wrong Place

THE ASSOCIATED BUSINESS PAPERS, INC.  
NEW YORK, Sept. 18, 1923.

*Editor of PRINTERS' INK:*

I never have favored the exploiting of individual advertising appropriations, nor have I been able to see any good in guessing at the aggregate expended in the various fields of advertising.

It is not that advertising has anything to conceal or that there is anything discreditable about the large sums spent for advertising, any more than there is anything wrong about the aggregate expenditures for salesmen, transportation or telephones. My objection is based upon the popular misconception which results from putting the emphasis in the wrong place—on what is spent rather than what is accomplished.

Selling costs of whatever kind are relative; in one case \$1,000 may be excessive, while in another case the investment of \$1,000,000 in advertising may be, and more often than not is, a public benefit. If there is going to be any popular discussion of advertising it should centre upon its place in business as an economic force which fully justifies itself through doing an essential work better and more cheaply than it could be done without advertising. If you tell a man on the street of the millions spent to advertise "Sunkist" fruits, he says, "Ah, now I know why oranges are so high," but if you tell him of the cost of the advertising in terms of a single box of oranges, he marvels that it can be done at such a low figure. If, then, you go still further and show how much more it would cost by other methods, he begins to see that advertising is not a luxury superimposed upon a business to gratify someone's vanity, but a piece of selling machinery designed to replace crude hand operations, and that it is entitled to consideration on the same basis as any other piece of labor-saving machinery.

The mere publication of huge totals which have not even the merit of accuracy, amounts to vainglorious boasting—"look what big guys we are—see how much jack we blow in every year"—this is what it seems to say. Perhaps advertising statistics have a place in the technical papers of the advertising business or in census reports, but nothing but harm can result from the popular dissemination of such figures. As a matter of salesmanship, it is wrong, anyway, to tell a prospect what a thing

costs until he knows what that cost represents.

The worst of it is that the evil results of the publication of such figures are in no way lessened because it is done with the best intentions in the world.

ASSOCIATED BUSINESS PAPERS, INC.,

JESSE H. NEAL,  
*Executive Secretary.*

## Advertising Cannot Afford to Straddle a Lie

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

NEW YORK, Sept. 18, 1923.

*Editor of PRINTERS' INK:*

There are several features of news articles concerning the Edward W. Bok advertising awards that have put me in a somewhat unpleasant state of mind.

Before the news reports appeared, one of the officers of Harvard University called here and showed me an advance copy of the press agency.

I questioned several things.

He apparently did not know, but inferred that the figures regarding advertising expenditures had been supplied by Mr. Bok.

These figures are not statistics.

The large item as to newspaper volume is the same as one which was assembled here about three years ago. It was made up largely from calculations, although a great deal of study and time was given to it.

We had a definite purpose at that time in making up these figures, but not any desire to publish them. We furnished them to newspaper interests, and from there the figures soon got currency without any improvement in them.

Of course, we would be very glad to have the exact figures in all these various classes of advertising expenditure, as such figures would be very useful to us, but they are not obtainable.

To array them now is merely to extol advertising in a questionable manner.

It could hardly be said that the publication of these figures can encourage advertising, as it is difficult to believe that heavy competition would invite new adventurers in the field, but it is possible to conceive that some potential advertiser might be discouraged by the extent of the outlay.

As to its effect on taxation, that is possible.

It had not occurred to me that there was a serious menace in that direction, because my experience with various advertising tax measures indicates that they are hastily projected and die of consideration.

It is true that advertisements have been taxed, but most of those taxes were intended to be repressive as well as revenue producing.

Of course, the desire to repress advertising is pretty well past, excepting on the part of a few supersensitives whose efforts are mostly against outdoor forms.

You may recall that some of the advertising tax measures were directed solely against outdoor advertising.

I agree with you, none the less, that this is a particularly wrong time to bring out figures like this and make a noisy parade with them.

There is strong effort to bring about tax reduction in certain directions in the next Congress, and it looks as if the interests impressing for such action are the very ones who are non-users of advertising to a large extent and think they are non-beneficiaries of advertising.

It would be easy for interests like these to bring advertising in as a goat.

However, I have a better opinion of the National Congress than to believe they would ever tax advertising.

I am entirely in accord with you that the figures should not be paraded any further. They cannot serve any good purpose. They may work serious injury in any one or more of several directions.

To put it mildly, it is undignified to publish figures which are not facts, because if they are not facts, they are misstatements, and advertising, above all things, cannot afford to straddle a lie.

There are other features about the Bok story that may be questioned as to their service to advertising.

For instance, one of these offers is a prize to be awarded to either publisher or advertising man.

Even if an advertising man were satisfactorily defined, it would be at least one kind of advertising man in competition with his direct source of income.

Putting it another way, it would be placing one calling in competition with another, and since there might be at least two callings competing for the same prize, they might not be judged by their peers.

One of the offers is for the best advertising campaign, which implies that an advertising campaign must be adjudged.

It might be proper to suggest, if prizes must be offered, that they be given to some older profession, to doctors for instance, offering a cash prize or medal for the life most thoroughly saved, or for the most painful case of rheumatism cured.

However, the offering of these prizes is not a part of our operations.

We were consulted only after everything had been decided upon.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES,

JAMES O'SHAUGHNESSY,  
*Executive Secretary.*

## Agrees with Bok Figures

JOHNS-MANVILLE, INC.

NEW YORK, Sept. 20, 1923.

*Editor of PRINTERS' INK:*

I have just read with interest your editorial in the September 20 issue re: cele which is to appear in *The Atlantic*



## The Biggest September The Biggest October

**T**HIS proclaiming of superlatives is really becoming an obnoxious habit. Yet, just after we have announced, the biggest September issue of Harper's Bazar, from an advertising revenue point of view, that we have ever published, we are further compelled to announce the biggest October issue that we have ever published.

No! More than that! For the October Harper's Bazar, from an advertising revenue point of view, is the biggest issue Harper's Bazar has ever published at any time.

# Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS



garding the Edward W. Bok prizes for excellence in advertising.

I am inclined to disagree with you in your statement that it isn't wise to give wide publication to estimates as to the amount of money spent in advertising. It seems to me that it is a great deal better for us to have full, reliable data available to everybody, radical legislators, and all the rest of them. The exceedingly harmful condition is one in which no two people agree, the sky is the limit, and one man's guess is as good as another's.

In these circumstances your demagogue arises in our legislative halls and shrieks a denunciation of advertising because, he informs his colleagues, we are squandering twenty billion dollars a year on it.

Now Mr. Bok's estimate of one billion looks conservative. In an article of mine in *Collier's* last June it just happened that I made identically this same estimate of one billion dollars as the probable size of our annual advertising bill. Naturally I was gratified when I observed that Mr. Bok checked with me and I was still further gratified when I found upon reading Professor Daniel Starch's book on "The Principles of Advertising" that Mr. Starch, Mr. Bok, and myself were all in agreement on this somewhat important question.

I don't think that we should attempt to conceal this estimate. I firmly believe that the salvation of advertising lies in the fullest possible understanding of advertising on the part of everybody.

In the article in *Collier's* to which I have referred, I showed that advertising instead of being an expense was an economy. If we can only make more people realize this, there won't be any difficulty with freak legislation. No wild-eyed demagogue would think of introducing a bill to tax the use of lubricating oil because he discovered that we spent a gigantic amount of money for lubricating oil, and anything big must be rotten, etc.

Almost everybody, even a demagogue knows that the use of lubricating oil is an economy and that to limit its use would be the wildest kind of extravagance. Reduced to its essentials, advertising actually falls into this same category. Advertising is the lubricating oil of business. It lubricates the channels of distribution and makes it possible for all of our manufactured products to flow more freely through these channels—makes it possible for all our manufactured products to be more economically distributed.

The machinery of distribution would squeak and groan and require infinitely more human power to operate it if we were not permitted to lubricate it with good advertising. And human power is the most costly power you can buy.

This is the truth that needs the widest possible circulation. Once you get this principle understood, nobody will be astonished, alarmed or indignant because our annual advertising bill is a billion dollars.

JOHNS-MANVILLE, INC.,

W. S. LOCKWOOD,  
Advertising Manager.

## The Answer to Tax Levying Legislators

THE NEW YORK TIMES  
NEW YORK, Sept. 19, 1923.

Editor of PRINTERS' INK:

It is probable that the figures used by Mr. Edward W. Bok, in his article to appear in *The Atlantic Monthly*, may be inaccurate in the sense that they are below the expenditure for advertising.

There is little use in endeavoring to suppress the truth, it will come out some time in some way. No harm will come to the publishing and advertising business if the facts are properly presented.

The defense that should be made if an effort is attempted by Congress to impose a heavier tax upon the newspaper industry, should not be to minimize the importance of the industry or the expenditure for advertising. We should present the stronger reason of the decrease in circulation and therefore in effect, that would result from increase in the subscription and retail price, of a force of paramount educational value, contributing to the intelligence of citizens and welding together the people of the United States, giving them an ever-increasing national sense. This is one of the efficient reasons for opposing additional taxation.

THE NEW YORK TIMES,  
LOUIS WILEY,  
Business Manager.

## Material for Washington Demagogues

OUTDOOR ADVERTISING AGENCY  
OF AMERICA, INC.  
NEW YORK, Sept. 19, 1923.

Editor of PRINTERS' INK:

If the figures for other mediums are as incorrect as the figures for posters, Mr. Bok's estimate is exceedingly misleading.

These figures are also unfortunate for the reasons that you mention. Coming as this statement does, from a man formerly associated in an important capacity with the largest magazine publisher, I fear that they will be seized upon, as you suggest, by one or more of our Washington demagogues.

In short, I do agree with you in principle. At the same time, the advertising business will have to fight its battle with taxation sooner or later on its merits and I do not see how we can gain any more than a respite by suppressing any authentic figures we may have. Unauthentic figures are another proposition.

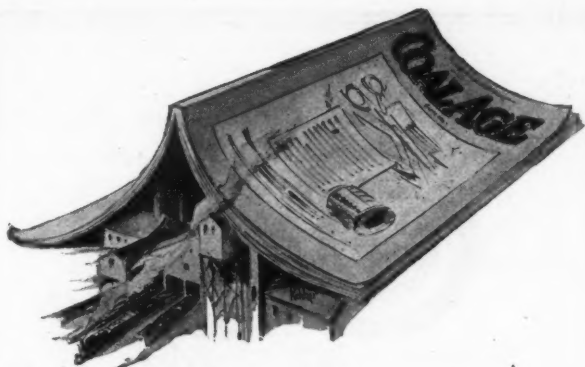
OUTDOOR ADVERTISING AGENCY,  
F. W. NYE,  
President.

## An Opportunity to Cripple Industry Presented

WALLACE C. RICHARDSON, INC.  
NEW YORK, Sept. 20, 1923.

Editor of PRINTERS' INK:

When I read in Monday's newspapers quotations from Edward W. Bok's arti-



## The One Sure Way to Cover the Coal Mining Industry

Tell your sales message in **COAL AGE** and reach the leading anthracite and bituminous mines in the 30 coal producing states in the U. S. and the principal coal operators of Canada and foreign countries.

Executives, operating officials and engineers for twelve years have found **COAL AGE** an indispensable working tool.

As a typical example of Buying Unit coverage, take the big Pennsylvania Coal & Coke Company. **COAL AGE** is read by the President, the Vice-President in charge of operation, the Company Engineers and the Mine Superintendents and Foremen at all the company operations. Through **COAL AGE**, your sales message reaches the worth-while mines and the men in them concerned with the technical and business problems of coal mining.

First the Buying Unit, exemplified by the mine; then the leading men—the key individuals—who buy or influence buying.

That's the plan behind **COAL AGE** circulation—

That's coverage! Typical of all McGraw-Hill Publications.

# COAL AGE

A MCGRAW-HILL PUBLICATION

Tenth Avenue at 36th Street, New York

*Largest Circulation of Any Coal Mining Journal in the World*



*Winning Trade Cooperation  
Through "Advertising Well Directed"*

Well directed advertising is not content with the creation of consumer demand alone. It considers of equal importance the securing of close cooperation from the manufacturer's dealers in supporting and supplementing his general advertising efforts.

**CAMPBELL~EWALD**

NEW YORK

DETROIT

CHICAGO

The manufacturer who seeks to realize to the fullest extent from his advertising investment, must, therefore, include in his advertising plans—not only the *buyers* of his products but the *sellers* as well.

The mails, and the widely circulated and well-read pages of the trade press, offer these manufacturers the logical media through which to cultivate and maintain this essential cooperation.

Winning trade cooperation through advertising well directed has long received our careful study and analysis. The ability of this company to direct this important phase of advertising effort is best evidenced by the success of Campbell-Ewald clients in establishing and maintaining close and cooperative relationships with their dealers.

**COMPANY** *Advertising*

DAYTON

TORONTO

cle which is to appear in *The Atlantic Monthly*, to tell you the truth, I did not line up the various advertising expenditures mentioned in the way that you have.

I can readily understand, however, that a too prominent display of these figures might stir up trouble for all those interested in the publishing and advertising business.

With the present tendency toward radical legislation, all some of these bush league politicians desire is a hint to make them go off at a wild tangent seeking new forms of excessive taxation which will further cripple industry and retard the return of normal times in the business world.

I therefore believe that the less publicity given these figures showing the various amounts invested annually in advertising the better for the industry as a whole at this time.

Whether it would be wise for you to editorially comment on Bok's article is a matter for you to decide. My own impression is that it might be better for you to wait and see whether there is any reaction to this article before attempting to take any stand on the matter. It is to be expected, however, that this article has been broadcasted in all the principal newspapers of the country, and naturally there will be some reaction to it on the part of not only advertising men, but politicians as well.

If the subject of these prizes could be discussed without any mention of the unfortunate statements regarding volume of money invested in the various forms of advertising, all would be well, but I can't think of any method whereby this can be forestalled.

WALLACE C. RICHARDSON,  
President.

## A Distinct Mistake

"VOGUE"

NEW YORK, Sept. 20, 1923.

Editor of PRINTERS' INK:

I certainly agree with what you say about it being a distinct mistake for the advertising business to broadcast guesses at the total amount of money appropriated for advertising annually.

Mr. Bok's awards will be influences for better advertising, though, of course, the greatest reward of better advertising will always come to advertisers in terms of their own advertising results. And that reward is there for the taking, not by eight, but by every man in the business.

"VOGUE,"

L. D. FERNALD,  
Assistant General Manager.

## Would Ignore Statement

FLEXLUME CORPORATION

BUFFALO, N. Y., Sept. 20, 1923.

Editor of PRINTERS' INK:

There can be no doubt that the broadcasting of such misleading figures on advertising is unfortunate. Edward W. Bok's estimates must of necessity have

been based on guesswork more or less. Probably if they were cut in two they would be nearer the correct figures.

The trouble is that any attempt to point out the inaccuracy of these figures might only lead to giving them greater publicity. Don't you think that if Mr. Bok's statement is ignored that its chances of doing harm will be reduced to a minimum?

FLEXLUME CORPORATION,  
C. B. McCUAIG,  
Manager Sales Promotion.

## Inaccuracies, Beyond Question of Doubt

THE AMERICAN ART WORKS

COSHOCOTON, OHIO, Sept. 20, 1923.

Editor of PRINTERS' INK:

I agree with your position with respect to the effort that should be made for the suppression of such figures as those mentioned in connection with the Edward W. Bok advertising awards, for I not only note some inaccuracies that are definite beyond any question of doubt, but it also happens that I was chairman of the Legislative Committee of the National Association of Advertising Specialty Manufacturers when the 1918 Revenue Bill was in the House, and it was only on the day the Bill was passed that Mr. Kitchin finally moved to strike therefrom a provision for a tax on advertising other than in newspapers and magazines.

You no doubt noted the quite recent interview with one of the Senators from Kansas in which he suggested that advertising offered a rich source for revenue through taxation.

THE AMERICAN ART WORKS,  
CHAS. R. FREDERICKSON,  
President.

## Danger of Taxation Already Passed

ARTEMAS WARD

NEW YORK, Sept. 20, 1923.

Editor of PRINTERS' INK:

I fully agree with you that it is "obviously impossible to compile accurate advertising statistics"—and "that every effort should be made to suppress these figures on the ground that they are entirely inaccurate."

I feel, however, that no better way could be suggested by which they would become widespread and command general attention than by opposing them, discussing them, and calling direct attention to them.

As for taxation, the danger I think is passed. Politicians will not attempt taxing newspaper columns, and the present systems of taxation derive large income from proprietary and patented lines whose business is built up and increased by advertising.

I frankly feel that this is one of the few lines of publicity which PRINTERS' INK can prudently avoid.

ARTEMAS WARD.

1923

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# MYSELF



**M**YSELF is not a very great person, but he's very important to me. He's just a bit different from anyone who ever has played this game called Life.

And since we play it only once, I want Myself to hang up for himself the best record he possibly can.



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Myself's education is far from perfect, and I try to add to it as we go along.

**Read—"What Everyone Should Learn at School," by H. G. Wells, in the October American Magazine.**

Myself doesn't always do himself justice. People misjudge him, thinking him standoffish or rude, when the truth is he's naturally shy.

**Read—"How I Overcame the Handicap of Self-Consciousness," by Julian Street, in the October American Magazine.**

Myself has only a middling good memory. Too often he says: "Your face is familiar, but I can't recall your name."

**Read—"Seven Ways to Improve Your Memory," an interview**

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with Dr. Henry C. Link, famous psychologist, in the October American Magazine.

Myself tries to get as much fun as he can. He has discovered that you get much more if you can enjoy other people's good times as well as your own.

Read—Irvin S. Cobb on "The Funniest Thing That Ever Happened to Me," in the October American Magazine.

As the weeks and the months go by, I like to feel that Myself is making progress. That's one of the reasons why I buy The American Magazine.

Every number is a new chapter out of the lives of people who

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are making the most of themselves. Myself, and two million others, like to travel with people like that.

*The*  
**American**  
*Magazine*

2,000,000 Circulation

*Frank Braucher, Advertising Director*

**The Crowell Publishing Company**

381 Fourth Avenue

New York, N. Y.

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# "Us Morons" as Seen Through an Advertiser's Eyes

A Discussion on the Low Level of Intelligence of the Great Mass of Buyers

By Saunders Norvell

Chairman of the Board of Directors, McKesson & Robbins

A GREAT advertising man once gave me something to think about. I have thought a great deal about it. I am still thinking about it.

We were about to start an advertising campaign on a dentifrice. We called in one of the greatest advertising experts in the country. He looked over the advertising we had been doing and sadly shook his head. He was evidently sorry for us.

I asked him what was the matter with our advertising. He answered, "You are shooting entirely over the heads of the public. Don't you know that the great buying public of the United States is composed of morons?" "What is a moron?" I timidly asked. "Why," said this advertising expert, "according to Webster, a moron is an individual with an intelligence slightly above that of the idiot." Then he said, "Of course you know the word 'moron' is from the Latin word 'mores,' which means death or delay. 'Moratorium' comes from the same Latin root—the death or delay of a payment. You see a moron is a person whose intelligence has stopped development. The evolution of the mind has been delayed. Just as Dr. Robinson has so well said, when we contemplate a savage tribe, we should consider them as simply contemporary ancestors—savages are simply civilization in a delayed state."

"What!" I said. "Do you mean to tell me that the great mass of the buyers in the United States have such a low level of intelligence?"

"Sure," answered this advertising expert. "Out of our one hundred and ten million population, not more than 10 per cent have an intellectual capacity more than that of a child of fifteen years of age. All of the great advertising successes have worded their advertisements so they would be grasped and understood by these morons."

"Take the advertisement: '*Do your gums bleed?*' Of course they do. If they do not now, they will soon. Our dentifrice gives relief. '*Out of every five only one escapes.*' Naturally you understand that. Anybody can understand this advertisement."

## EVERYBODY HAS A FILM

"Take this other dentifrice. '*It removes the film.*' You can feel the film with your tongue. Everybody has a 'film.' Anybody can understand that story. It is not complicated. It does not cause mental breakdown or insomnia. You use that particular dentifrice and you get rid of the film. There you are! Result: Millions in profits."

"Now, my dear sir," said this advertising expert, "we must put your dentifrice over and there is only one way to do it. First frighten the morons stiff. Almost all diseases are caused by bad teeth. Neglect your teeth and you are sure to shorten your life. All morons want to live to the limit. First, we must write copy that morons can understand, that will throw a scare into them. Then we show them that our dentifrice will cure them of practically every known disease. Results: Millions of sales and millions in profits. Now let us see—we must start out with full-page advertisements in

From an address before the fifteenth annual convention of the Advertising Affiliation at Rochester, N. Y., on September 21.

the mediums with the greatest circulation. By the way—*how much money have you got?*"

All this talk about the morons impressed me very much and I was sure this advertising expert was easily worth his salary, but that night at home I looked up the word "moron" in my dictionary and I found the word "moron" does not come from the Latin word "mores" but from the Greek word "moros." However, I did not tell my advertising friend about this because I did not wish to spoil his selling story.

That was the talk that caused me to attempt to think. It was hard work, but my alleged mind constantly went back to this question of the morons. The first awful discovery I made was that I myself am a moron. I read Dr. Robinson's book, "The Mind in the Making," and I discovered that instead of thinking I simply indulged in "reveries." I read "Human Efficiency and Levels of Intelligence," by Henry Herbert Goddard, and it did not take me long to find my mental level! How did I discover that I was a moron? I began to put questions to myself on various practical subjects and I found how little I actually knew. Where is Christopher Columbus buried? How many pounds of blood are there in my system? How many teeth have I? My delinquency was a terrible discovery!

Let me illustrate: I carry quite a lot of life insurance in a number of different companies. I asked myself what kind of life insurance policies I had and what the terms and conditions of these policies were. I did not know. These policies were put away in my safety deposit box and I had not seen them for years. One of these policies matured. In the settlement with the company I received 25 per cent less than the agent "estimated" when he sold me the policy twenty years before. The sale was made on estimates instead of a guarantee. I was a moron!

I not only took out fire insurance policies, but I took out a tornado policy. A terrible wind-

storm with hail broke all the windows on one side of my house. When I went to collect for the damage I found my policy insured me against tornadoes but not against hailstones. I was a moron!

I might continue these personal confessions indefinitely, but I wish to start this analysis of the buying public of the country with a confession right in the beginning that I am convinced by facts that are beyond question that I myself am one of the star morons of the country. Whenever I see an advertisement it makes me think of my fellow morons.

#### ARMY INTELLIGENCE TEST STATISTICS

In "Human Efficiency and Levels of Intelligence," Henry Herbert Goddard states: "One million seven hundred thousand soldiers in the late war were given an intelligence test. Their mental levels were determined and recorded. It was found in active service that the records of these intelligence tests were borne out by the performance of the individuals."

Now, how were these one million seven hundred thousand soldiers classified? Here are the ratings:

4½	per cent, very superior intelligence.
9	per cent, superior intelligence.
16½	per cent, high average intelligence.
25	per cent, average intelligence.
20	per cent, low average intelligence.
15	per cent, inferior intelligence.

Mr. Goddard continues: "It is possible to make a fairly accurate estimate of the age grade ratings by mathematical means." Therefore he works out the interesting fact that 10 per cent of our total adult population have the mentality of a child of ten years of age, or less; that 15 per cent have the mentality of a child of eleven years of age, or less; that 20 per cent have the mentality of a child of twelve years of age, or less; that 25 per cent have the mentality of a child of fourteen years of age, or less; that 16½ per cent have the mentality of a child of fifteen years of age, or less; that 9 per cent have the mentality of a child of seventeen years of age, or



Nine cereals are advertised in Minneapolis. Five use The Journal exclusively, three favor The Journal, and one—the smallest—divides his lineage equally. The Journal's lead this year is 24,789 lines or 71.1%.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*



less, and that 4½ per cent have the mentality of a child of eighteen to nineteen years of age, or less.

In other words, we gather the stupendous fact that 70 per cent of our entire population grade down in a level of intelligence from a child of fourteen years. What more is necessary to be said? It is evident from these studies that the advertising man who told us that in our national advertising campaign we were shooting over the intelligence of our audience was absolutely correct.

#### A CHEERFUL ANGLE

However, there is another angle to these facts that from a strictly advertising and selling standpoint is more cheerful. We all know of the tremendous increase in wages that the working population of this country has received since 1913. In other words, our nation of morons is receiving as a rule the highest wages that have ever been known for like service in the history of the world. Morons in many trades are earning eight, ten and fifteen dollars per day. In their working hours these morons are more or less regulated, but when it comes to spending their money, there is no regulation whatever. Stop and imagine the enormous sums of money, running up into millions and millions of dollars, being daily spent by people in this country with the average intelligence of less than a child of fourteen years of age! Is it surprising that we see the orgies of buying that are so familiar to us? Is it surprising that we go into homes and see them littered up with trash that these morons have bought? Was there ever in the history of the world such an opportunity for advertising and selling? In the week before Christmas visit the shops with the crowds and see the things that are being bought and the prices that are being paid for them.

The conclusion is forced upon us that there was never in the history of the world such an oppor-

tunity to make a fortune quickly as in the United States at this time. All one has to do is to discover some one item that it is possible to convince all the morons they want or need. It makes little difference what the item is. Then arrange for mass production and mass advertising.

#### E. L. Sparks Forms Advertising Business

E. L. Sparks, for the last five years New England sales manager of the Erie Steam Shovel Company, Erie, Pa., has resigned to form an advertising business at New York. He will specialize on advertising of the contracting and building materials industries. Mr. Sparks was for four years with the advertising service department of the McGraw Publishing Company and its successor, the McGraw-Hill Company, Inc., New York.

#### Gordon H. Cilley Made a Major in Army Reserve Corps

Gordon H. Cilley, advertising manager of John Wanamaker, Philadelphia department store, has been commissioned a major in the United States Army Reserve Corps. Whenever called to active duty he will serve as a staff specialist in connection with training camp publicity.

#### White Dental Company Advances R. B. Savin

The S. S. White Dental Manufacturing Company, Philadelphia, has advanced R. B. Savin from assistant advertising manager to advertising manager of that company. Mr. Savin succeeds William T. Gouget, who has been made manager of the company's Chicago branch.

#### Joins the Brearley-Hamilton Company

Harry D. Kline has joined the Brearley-Hamilton Company, Grand Rapids, Mich., advertising agency, as account executive. Mr. Kline for the last three years has been advertising manager of the Corduroy Cord Tire Company, also of Grand Rapids.

#### Advertises to Nursing Profession

Daggett & Ramsdell, New York, makers of "Perfect" cold cream and toilet preparations, are using half-page space in nursing journals. The copy appeal is not solely of a professional nature but is based on cleanliness and personal health.



be  
well represented

**S**END delegates—come yourself. Gain inspiration at this big St. Louis Convention for building sales.

—And—equally important—impress your own sales message upon the thousands of advertising men and women assembled here.

Whether or not you are an exhibitor on the Convention floor, tie up with these busy sessions by advertising in St. Louis' only morning paper.

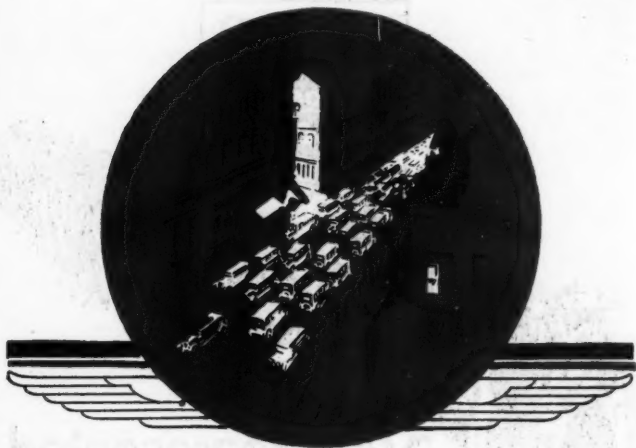
Whatever equipment or service you offer to advertisers can be best advertised in the

**Globe-Democrat**

*St. Louis' Largest Daily*

F. St. J. Richards, . . . . .	New York
Guy S. Osborn, . . . . .	Chicago
J. R. Scolaro, . . . . .	Detroit
C. Geo. Krogness, . . . . .	San Francisco
Dorland Agency, Ltd., . . . . .	London
Asso. American Newspapers, . . . . .	Paris

We could not be satisfied  
unless we gave St. Louis  
her BEST Newspaper.



## Cleveland Drives to Work

Greater Cleveland, with 220,000 families, has registered so far this year 128,000 motor cars — or one car for every 1.72 families.

There is no exaggeration, therefore, in the statement frequently heard that: "In Cleveland every other family owns a car."

And you'll see a great part of this vast number of cars every morning and every evening carrying Cleveland to and from its work.

In no other large city has the habit of motor-ing to office, store and factory been cultivated to a greater extent than here.

This is just another reason for the fact that Cleveland is preeminently an EVENING PAPER city, for it is in the evening that the greater part of the population — the industrial executive, the merchant, the banker and the salaried employee, as well as the factory-hand and mill-worker, — get their first real chance to read a newspaper.

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*Cleveland is an* EVENING PAPER *City*

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That's why *four-fifths* of the daily newspaper advertising done in Cleveland by the 11 leading department and women's apparel stores in 1922, and again during the first eight months of 1923, was placed in the EVENING papers. In 1922 the percentage was 78.4, in 1923—the first eight months—79.2.

In Cleveland advertise in the EVENING—  
advertise in The NEWS.

The Cleveland News and Sunday News-Leader are represented by George A. McDevitt, Inc., 303 Fifth Avenue, New York, and 914 People's Gas Building, Chicago.



1

"The American Weekly Line makes 1 out of every 4 family stops, and at  $\frac{1}{2}$  or less the fare that you would pay to other advertizing carriers. 4,500,000 circulation cannot be duplicated by a ny combination of other carriers at a line rate which is less than twice as high."



To book advertising passage via American Weekly Line, or to obtain full transportation details, address

**The American Weekly**

A. J. KOBLER, Manager

1834 Broadway, New York

***Largest Circulation in the World***

If you want to see the color of their money use COLOR—A. J. K.

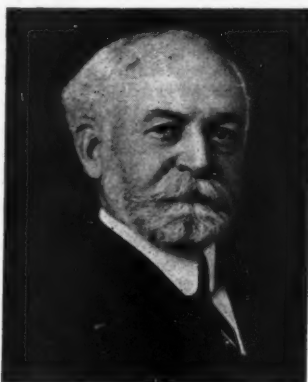
# Ayer Honors Jarvis A. Wood and Its Oldest Client

Tributes Paid Senior Member of Firm and the  
Dingee & Conard Company

ON the evening of September 19, in Philadelphia, N. W. Ayer & Son gave a double-anniversary dinner. The entire "Ayer Family," numbering more than 500, in addition to many guests, was in attendance. The occasion was to honor Jarvis A. Wood, senior member of the firm, upon his having been with the organization for thirty-five years and also to honor the firm's oldest client, the Dingee & Conard Co., Inc., rose grower of West Grove, Pa., which has been advertising through this agency for fifty years. Since anniversaries of this kind have heretofore been comparatively rare in business, this occasion may be looked upon as having more than ordinary advertising significance. It may be regarded as evidence of the fact that advertising has reached an era of stabilization. Advertising is not the will-o'-the-wisp that many people seem to think. It is rapidly becoming a settled business. The number of companies that have been advertising for more than twenty-five years is very much larger than is generally realized. It must be remembered that modern advertising has made practically all its progress during the last fifty years. A considerable number of our present advertisers started during the commercial revival that followed the Civil War. Others started after the country began to recover from the effects of the panic of the seventies. The eighties and nineties witnessed the start of many more. So from now on we expect an ever increasing number of advertisers to be celebrating their fiftieth anniversaries.

Wilfred W. Fry, executive manager of the firm, acted as toastmaster. After pointing out in a few words of welcome what an occasion of this kind meant to his organization, Mr. Fry introduced

Mr. Wood. It was appropriate in more ways than one that Mr. Wood's thirty-fifth advertising birthday should be celebrated jointly with the fiftieth anniversary of Dingee & Conard's selection of an agency. Mr. Wood took an active part in the plan-



JARVIS A. WOOD

ning, writing and placing of much of this rose copy in the early days. In view of this he was called upon to give some of the high points in the advertising methods of the eighties and nineties. In connection with his talk stereopticon pictures were shown of the early advertisements, of the founder of the Dingee & Conard Company and of how the present plant has grown from its humble beginning back in 1850. Mr. Wood showed that it was the purpose of even the earliest advertising to sell roses by mail. It was a mail-order business, making full use of Uncle Sam as a salesman. In those days many of the advertisements in addition to illustrations of the roses had a cut of a mail

bag worked into the layout. They started to use a slogan then which they still use—"Roses grown on their own roots."

In those early days there were no box manufacturers to make special boxes for shipping roses and there was no parcel post. In consequence Dingee & Conard had to search out empty cigar boxes and then carry their shipments twenty-five miles to a post office

which would accept packages of that kind.

P. J. Lynch, president of the Dingee & Conard Company, told how advertising had developed the company's business from a two-man concern to one of the largest enterprises of its kind in America. "As a result of our advertising," he said, "our roses are blooming in every civilized country in the world, even close to the Arctic Circle."

Following this "the light of advertising research" was turned on Mr. Wood by Major I. D. Carson of the Ayer organization, who reviewed Mr. Wood from the age of eighteen months to his present age, showing pictures of him on the screen much after the style of a travelogue. Mr. Carson closed the report of his "investigation" with the following lines:

Sir—

Each to his gift the Giver holds him true:

To you the gift of sympathy—the art  
That, kindling some poor brand of thorn  
and rue,

Lights the bright light of gladness in  
each heart.

The seasons passing—fondly pass you by;

"If Winter Comes"—small respite finds  
he here;

No snowy swirls from bleak Decembers  
lie

Where nods Kris Kringle's merry cap  
each year.

And look along the vista of your years

The sun on gentle slopes—the winter's  
snow;

The laughter and the merriment and  
tears

Still ease the way before us as we go.

Thus o'er the hilltops with your hands in  
hands,

Now, here—tonight—long ere this  
journey ends

We speak this message that our Love  
commands—

"The World is just a-jostling with  
your Friends."

After that James M. Mathes, a member of the Ayer firm, presented Mr. Wood in behalf of the organization with a handsome grandfather's clock as a token of the esteem in which he is held by the "family."



AN ADVERTISEMENT USED BY DINGEE & CONARD IN 1893

Fred Kurtz of the service department of the firm presented the senior partner with a bound volume containing a testimonial subscribed to by every member of the organization whether at the home office or in the branches. The testimonial read:

Special Delivery to

Jarvis A. Wood, Esquire

Friend, comrade of our working hours,  
counselor, Fellow of the Society of Keeping  
Everlastingly at It, we, the family of  
N. W. Ayer & Son, give greetings to  
you on this the thirty-fifth anniversary  
of your advertising birthday.

Dispenser of kindness, exponent of the  
creed that "We are making life while  
we are making a living," we certify our-  
selves the richer and our horizons the  
wider because of you. We take your  
hand with thankfulness that He planted  
understanding so deeply in your heart.  
And, as our hands grip yours, happiness  
tightens our throats because we feel the  
warmth of your lamp of light as it  
touches and kindles ours.

At Philadelphia

September the Nineteenth  
Nineteen Twenty-three

Mr. Wood, in response, reviewed the history of N. W. Ayer & Son and told of his connection with it. Starting as a bookkeeper, he was

## *Where Leadership Means Something*

Places of amusement—theatres, motion picture houses, ball rooms, etc., depend entirely upon that portion of a community who have sufficient income to gratify a desire for recreation, diversion or, in a word, the LUXURIES of life.

In Chicago men who have invested millions in amusement enterprises—men who are thoroughly familiar with the Chicago advertising situation—place more business in the columns of the Chicago Evening American than in any other Chicago daily newspaper.

Leadership in this highly desirable classification means something, for people with money for play HAVE MONEY FOR EVERYTHING ELSE.

**CHICAGO EVENING AMERICAN**

EVERING

*A Good Newspaper*



shortly given the Ayer calendar to write. That began his career as a copy writer. Much of the early copy turned out by the firm was from the pen of Mr. Wood, who also made the layouts and saw to

## Elmira Grocers Meeting - Cut-Price Competition

A co-operative buying and advertising plan has been tried out since last spring, with reported success, by the Serv-U-Sav-U Grocers, an association of Elmira, N. Y., independent grocers in an effort to combat the price-cutting competition of the chain stores.

Wholesale buying enables the group to cut prices on a selected line of advertised products and a page of newspaper space is used every Thursday evening to announce sales on Friday and Saturday. About thirty members participate on a pro rata basis, and practically all sections of the city are represented.

The name under which the grocers operate was chosen after a name contest in August extending over three weeks. Each week the grocers meet and plan the specials which are most timely, together with staple merchandise of well-advertised brands. Black and white window cards are used to co-operate with the newspaper advertising. The names and addresses of the members appear in this advertising. The appeal to support Elmira grocers because they are citizens and tax payers is submerged to the save money and delivery service appeals.

## "Charles Dingee"



*We honor this grand rose with the name of the founder of our business because we consider it the most wonderful rose in the world.*

WE originated the Charles Dingee bush rose is our own garden by crossing a grand, old, hardy pink rose with one of the best of all the white varieties. The result was a wonderfully strong growing bush with magnificent foliage and continuous bearing of immense, double, grandly formed flowers.

There is a most delicate blending of colors—rose tints in center, gradually shading off into a pale bluish creamy white. The flowers from bud to full bloom are unexcelled and are borne on long, stiff, erect stems.

We own and control the entire stock of "Charles Dingee" roses. They can be had nowhere else. It deserves a place in any garden or yard. One-year-old plants, 35c. 4 for \$1.00. Large 3-year-old plants, 85c. by parcel post, prepaid. Extra strong 1-year-old bushes with soil on roots, \$1.15, by express, collect.

*Our New Guide to Rose Culture for 1923 Sent Free on Request*

Illustrates wonderful "Dingee Roses" in natural colors. It's the lifetime experience of the Oldest and Leading Rose Growers in America. Offers over 100 varieties of roses and other plants, bulbs, and seeds, and tells how to grow them. Edition limited.

Established 1888

THE DINGEE & CONARD CO., Box

70 Greenhouse

West Grove, Pa.

COPY USED BY THE SAME ADVERTISER TODAY

the composition. So it may be said that Mr. Wood was the first Ayer copy chief. Then he got into the personnel department, employing a great many members of the present organization of N. W. Ayer & Son.

A number of Mr. Wood's early advertisements were thrown on the screen. Many of these advertisements in lieu of art work, had the display lines in Mr. Wood's handwriting.

In speaking of the late F. Wayland Ayer, Mr. Wood said: "He was a forward looking man whose motto was to make advertising pay the advertiser." He told how Mr. Ayer had one night written on his blotter the first part of the firm's now familiar slogan, "Keeping Everlastingly at It," to which Mr. McKinney, a former partner, now deceased, added "Brings Success."

## Omaha Advertiser Plans to Enlarge Trade Campaign

An enlarged campaign in business papers is planned on the All Steel Trapp Dump by the Drake-Williams-Mount Company, of Omaha, Neb. With very little advertising the company was able to install more than 2,000 dumps and the new campaign is expected to materially increase its sale. The Trapp dump is used by granaries, grain elevators, and mills for dumping wagons and trucks without the use of scoop shovels.

The Charles A. Hall Company, Omaha advertising agency, will direct this campaign.

## H. R. MacNamee Joins Smith, Endicott Company

H. R. MacNamee, former New England representative of Good Hardware and Progressive Grocer, both of New York, has joined the Smith, Endicott Company, Boston advertising agency as an account executive.

# And in Religious Advertising, Too.



**T**HE ability of The Detroit News to reach every class and type in its field is amply illustrated by its latest achievement added to the many others attained during the last year. The Detroit News leads in local, national, automotive, classified, rotogravure and total advertising. In addition, it has attained a remarkable supremacy in religious advertising, publishing 105,056 lines since September, 1922, or more than twice that carried by its nearest competitor.

The lead of The Detroit News in this comparatively recent form of advertising aptly illustrates the appeal which The Detroit News has among the substantial classes—the type of people who guide the educational and moral welfare of the city. This is the type which represents the power of Detroit and which you must sell in this field—a power which can be most thoroughly reached through The Detroit News.

*Greatest Circulation Daily  
and Sunday in  
Michigan.*

## The Detroit News

*"Always in the Lead"*

## *More than Half Million Subscribers*



"Uncle Bob:"  
Introduces  
Mr. J. B. McLeMore  
Secretary  
Soft Wheat Millers' Association  
Nashville, Tenn.

Quality Folks  
Series No. 8

*Southern*  
South's Foremost  
Atla

J. C. Billingslea  
Chicago

A. H. Billingslea  
New York

Sept. 27, 1923

PRINTERS' INK

67

*Guaranteed January First 1924*



**SOFT WHEAT MILLERS' ASSOCIATION**  
NASHVILLE, TENNESSEE

September 15, 1923

The Southern Ruralist,  
Atlanta, Ga.

Gentlemen:

Our agents—The Adamars Company—  
have sent you a twelve months' adver-  
tising contract for the SOFT WHEAT  
MILLERS' ASSOCIATION.

The population of the South is  
still chiefly rural, and for that  
matter will probably remain so for  
many years to come. The success of  
our campaign will largely depend  
upon how well we reach these country  
folks.

It was only natural, therefore, for  
us to first consider the southern farm  
journals, and especially the Southern  
Ruralist, with its large circulation,  
its aggressive management, and  
spirit of service.

Very truly yours,

SOFT WHEAT MILLERS' ASSOCIATION

Secretary.

M:M

*Southern Ruralist is carrying the  
largest volume of flour advertising  
of any farm paper in the South.*

**Ruralist**

Farm Paper

nta

A. D. McKinney  
St. Louis

R. R. Ring  
Minneapolis

# How Rice-Stix Dry Goods Sales Department Is Organized

General Sales Manager Directs Fourteen Division Sales Managers and Each Sales Division Is Run as a Separate Institution

By J. H. Rabe

Sales Manager, Rice-Stix Dry Goods Company

OUR sales organization is directed by one general sales manager, who works with and co-operates with fourteen division sales managers, who supervise and look after from fifteen to twenty-five general sales territories.

These general sales territories are covered by what we call a general salesman, one who carries our entire line, and he in turn supervises and directs the movements of a like number of specialty men. The specialty men cover about four or five general men's territory. They operate, of course, under the main direction of the general sales manager. We hold our general sales manager responsible for the amount of business we get, together with the expense incurred in getting this business.

Every one of these divisions is run as a separate institution. We give the general sales manager a percentage of the profits made on all sales made in his territory, and charge him with the traveling expenses, in fact, charge him with the entire cost of operating his business, and he receives a percentage of any profit he shows at the end of the year. The amount of profit he can make in the operation of his particular territory determines his worth to our institution. We expect the general manager to work his executive ability rather than his physical ability. We find a great difference in the way our men accomplish the same results—just so a man gets the results, we are satisfied.

The specialty men are held responsible for the amount of business done in their particular

department. We check up our division sales manager by territory; in other words, we have a card system, each card represents a town and these cards cover the general salesman's territory. These cards show the name of the town, population, State and salesmen receiving credit for the town, and the volume of business done in this town by years.

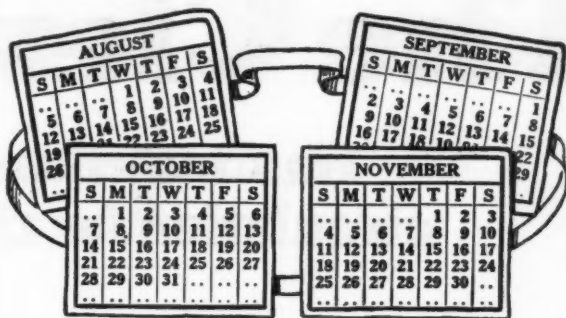
The cards are ruled so that we have a space to take care of the record of visits made to this town by each and every salesman, both general and specialty, and whenever one of our salesmen makes this town the visit is recorded on the card.

## ANNUAL REPORTS TO DIVISION MANAGERS

Once a year we give a division sales manager a report on each and every salesman he has operating under his supervision. On this list we give him an entire list of towns covering each man's territory, showing the population and the amount of business done for possibly the last three or four years, also a record of the general man's calls during that same period. It is surprising what interesting information a report of this kind brings to light.

We find that as the calls decrease, our business decreases in proportion. In other words, the volume of business is in proportion to the attention that is being paid to each and every town. We go a little beyond this and make an analysis of each town by customers. The division sales manager will go over each man's territory with him, calling his attention to the different points brought out in the record as he runs across an especially good or bad condition.

From an address before the Sales Managers Bureau of the St. Louis Chamber of Commerce.



### In August

the advertising lineage gain over the same issue in 1922 was 113%—

### In September

the advertising lineage gain over the same issue in 1922 was 35%—

### In October

the advertising lineage gain over the same issue in 1922 was 77%—

### In November

the advertising lineage gain over the same issue in 1922 was 61%—

The average for the four-month period is 68%—need we say more!

**Hearst's International Magazine**  
A LIBERAL EDUCATION

# The Cleveland

has maintained its  
circulation for *the past*

# 2000

This is the greatest  
Daily Circulation we  
Cleveland or Ohio

---

The Cleveland Press is a cri  
(including the Scripps-McRae ag  
**ALLIED NEWSPAPERS, Inc.** 2  
BRANCHES IN CHICAGO - CLEVELAND - SAN FRANCISCO

Sept. 27, 1923

PRINTERS' INK

71

# eland Press

ed in average daily  
*the past six months of over*

0000

ate *sustained period*  
ion ever attained by a  
Ohio Newspaper

---

s a Cripps-Howard Newspaper  
(League) represented nationally by  
Inc. 2 Vanderbilt Ave., New York  
SAN FRANCISCO - CINCINNATI - ATLANTA - ST LOUIS



## New York Newspaper Advertising Managers Meet

The name, "Advertising Managers, New York State Dailies," was voted upon and adopted at Binghamton, N. Y., last week at the third meeting of this comparatively new association of newspaper men.

Frank A. Wood, Rochester *Times-Union*, president, and Russell C. Harris, Utica *Press*, secretary, were re-elected, as were the directors, A. P. Irving, Little Falls *Star*, and H. W. Fisher, Watertown *Standard*. Lawrence S. Chubbuck, Binghamton *Press*, a director, was elected vice-president. M. Bradley Norton, Niagara Falls *Gazette*, succeeds Mr. Chubbuck as a director.

Addresses were made by Mr. Wood and Don C. Seitz, of the New York *Evening World*.

The next meeting is to be held at Utica on February 11 and 12, 1924.

## Virginia Dare Account for Frank Presbrey

The Virginia Dare Extract Company, Inc., Brooklyn, N. Y., has placed its advertising account with the New York office of the Frank Presbrey Company, Inc. The Virginia Dare company was recently organized under the laws of New York State for the purchase of the flavoring extract department, including trade-marks and good-will, of Garrett & Company, Inc., Brooklyn. The new company will continue the marketing of Virginia Dare flavoring extracts, sherry-jell, and Claro syrup.

Bernard H. Smith, president, was formerly chief of the United States Food Inspection Laboratory, Boston. Harry C. Hirsch, sales manager, was formerly with the Van Duzer Extract Company, Inc., New York, in a similar capacity.

## Heads Sign Crafts Association

At the annual convention in Cincinnati of the Associated Sign Crafts of North America the following officers were elected: Patrick Cunningham, Providence, R. I., president; O. B. Marsh, Cincinnati, Harry Service, Winnipeg, Canada, B. Priesman, Omaha, Edward Fahner, Portland, Ore., and C. E. Marley, London, Canada, vice-presidents, and Forest E. Smith, Seattle, secretary-treasurer.

National headquarters of the Associated Sign Crafts of North America will be established in Cincinnati.

## Wooster Brush Company Appoints King Agency

The Wooster Brush Company, Wooster, O., manufacturer of paint and varnish brushes, has placed its account with The John S. King Company, Inc., Cleveland advertising agency. Particular attention is being given to dealer development work. General magazine, business-paper, direct-mail and window-display advertising will be used.

## Potential National Advertiser Is Looking Ahead

The Williams Stained Shingle Company, Inc., Vancouver, Wash., has made application for trade-mark registration of the word "Color-Thatch" for use on its specially treated and colored red cedar shingles.

"We are centralizing our sales effort in two rather restricted districts of the country just now," J. S. Williams, president, informs PRINTERS' INK, "and the matter of national consumers' advertising is probably three or four years in the future, although we are developing our plans to this end. At the present time our advertising is confined to trade publications and dealer helps."

## New Los Angeles Hotel to Be Advertised

A campaign to advertise the Los Angeles Biltmore, a new unit in the Biltmore chain of hotels, will be conducted in newspapers and magazines of the Pacific Coast. Full-page copy will be used to announce the opening of the hotel on October 1. Newspaper space also will be used in metropolitan centers of the East and Middle West to supplement the Pacific Coast campaign. The Los Angeles office of Lord & Thomas will direct this advertising.

## Wadsworth, Howland Advance G. E. Felton

George E. Felton, formerly production manager of Wadsworth, Howland & Company, Boston, manufacturers of Bay State paints and varnishes, has been given general jurisdiction over the manufacturing of that company, its branch offices, retail stores, artist department, advertising, and co-operation with the sales department.

## Lantern Club Holds Annual Outing

The Lantern Club of Boston, an association of New England magazine representatives, held its annual fall outing at the Concord Country Club on September 18. Golf and tennis tournaments for the members were part of the day's program.

## Texas Press League Plans Meeting

The fall meeting of the Texas Daily Press League will be held at Sherman and Denison, Tex., on October 16 and 17, respectively. The advertising bureau of the league will meet at Dallas, Tex., on October 15.

## Joins Toledo Engraver

Elise Hare, formerly with The Walter S. Miller Company, Toledo engraver, has joined the staff of The Medbury-Ward Company, engraver, also of Toledo.

# Getting Away from the Illustration That Labels Itself "Advertising"

How Some Advertisers Are Eliminating Some of the Too Familiar "Tags"

By a Commercial Art Manager

THERE has come into limited popularity of late, a type of advertising illustration which bears no resemblance at all to the advertising art of the past. To begin with, it hasn't the characteristic "advertising look." It is absolutely uncommercial.

We say "limited popularity." Yes, some advertisers would not tolerate the cult because it is not tradition.

It resembles the illustrative material one sees in books and in the reading pages of magazines. It is the illustrator's kind of picture. Very often, these illustrations could be dropped bodily into a story, and be quite at home there. And that is what those who employ them have sought.

Here are some of the things which the more modern advertising picture refrains from doing:

It does not make every road lead to the article. It is content to allow the product to fit normally and naturally into the composition, without arbitrary signposts.

It steadfastly insists that over-acting be stopped on the part of characters in the illustration. People shall not go into mad rhapsodies over a dish of gruel or a piece of kitchen linoleum. The consumer is never to be represented as a silly ass, laughing, giggling and shouting his abandon of joy, every time a cup of cocoa is served or a piece of

new furniture placed in the house.

It will not, by emphasis of art, technique and composition, blatantly put the object advertised so much in the limelight that all else suffers by comparison.



Success in writing paper is the result of the designer's skill and taste. Distinction, however, depends, in a large measure, upon the quality of the paper.

Crane's Writing Papers originate in the Crane Mills where nothing but fine paper has been made for over 150 years. It is this background of quality that adds distinction to the paper created by us.

Crane's Letter Lawn, in the first sketch shown below, is but one of many Crane's Creations. This and other Crane's Writing Papers will be found wherever good stationery is sold.

Argenteo Early Georgian Handwriting Paper Old Style Early Pictorial

Crane's  
Letter Lawn



*Style is a greater social asset than Beauty*

A BEACH SCENE, USED TO ADVERTISE WRITING PAPER?  
YES. AND EFFECTIVELY SO.

It will not stoop to the little, petty, obvious methods of making the product conspicuous. It strenuously objects to employing the public as advertising puppets, to help the show along.

It will not concede that the mere picture of an object is of greater advertising importance than the satisfaction of its use—its presence in the home, the office, or the factory.

It insists, however, that when

action is called upon to perform this service, that it be at all times moderate and in good taste.

It will often decide that an irrelevant scene, presumably, may make more vital impression on the reader, in behalf of the product, than a bold and commercial

These illustrations, it should be stated, are as distinctive in their subject material as they are in their rendering. And the latter is a vital consideration, all the while. Technique! Is it just barely possible that in their mad pursuit of strange and new art techniques,

the advertisers are overlooking their real opportunity—that of approximating the reader's own estimate of what attracts him, of what has the greatest appeal?

In every case, here cited, the illustrator's technique closely approximates the studio atmosphere.

There is no straining after queer effects in drawing. There is a pronounced trend in the direction of very excellent illustrations drawn by illustrators.

These pictures bear none of the ear-marks of the canvas which has been mapped out and charted and plotted by the customary method. They are free, unhindered, uncommercial in a most pronounced way.

Their strength is in what many old-fashioned persons would term their weaknesses.

We progress. We go steadily forward.

Was it longer ago than yesterday that only the product, unadorned, was shown? And then the quaint era of the person who pointed to everything he bought, as might the mountaineer who put in his first organ.

The advertising of Crane's Linen carries an illustration of the newer school.

Writing paper advertised, eh? But the beach scene, reproduced here, hasn't been perverted into a labeled, tagged and counter-signed commercial picture. It is



# WHEN SLENDER, DAINTY FEET MAY WALK FOR MILES

JACK gazed with almost awed admiration at Lela.

"When Tom told me you were coming with us on this trip," he blurted out, "I expected to meet one of those 'corker' girls with a freckled nose and a khaki suit and sneakers."

Lela laughed good-naturedly. "Well," she said, "it takes a lot of traveling to teach one how to feel well dressed on a suitcase now I've studied just what smart things I can take and still be comfortable. I always had a lot of trouble with shoes, though, until last year."

Jack's eyes dropped to the smart grey buckskins. "They're certainly a far cry from what I'd expected," he

grinned, "but they look almost too smart for all the tramping we're doing. Are they really comfortable?"

"Comfortable? They're more than that," Lela was emphatic. "Before Marion told me of Pedemodes, I was having a ghastly time. I simply can't endure clumsy looking shoes and yet I couldn't seem to find good looking ones which were comfortable. You see, Pedemodes are entirely different from other fashionable shoes—they carry your feet. I guess I've been responsible for all the girls at home wearing Pedemodes and some of them have corrected quite serious foot troubles with them. I'd better stop—here's Tom and he says I talk like a shoe salesman!"



**Pedemode**  
Shoes for Women

Write for girls' shoe catalog  
JULIUS GROSSEMAN, INC.  
BROOKLYN, N. Y.

*Pedemodes are shown exclusively in the shops listed below:*



NO ARROWS USED TO GUIDE THE WANDERING EYE TO PEDEMODE SHOES, AND YET THIS COPY WILL SELL SHOES

representation of the product itself.

It looks upon illustration as an adjunct, an artistic accessory, rather than an all-in-all court of last resort. If the picture makes the entire advertisement appetizing to the reader, it has fulfilled its mission.

We have selected several instances of how the illustration, in its more modern usage, can be a thing of uncommercial charm and at the same time serve a quite commercial purpose.

# The World



## First!

OF THE WORLD'S 979,757-line gain at the end of the first eight months of the year, 800,864 lines represented the increase shown by the weekday WORLD.

This six-day gain was 22% in excess of the weekday gains registered by the *Times*, *Tribune* and *American* combined.

Its ratio of gain (13%) was more than double the rate of increase of the six-day field (5.4%).



MALLER'S BUILDING CHICAGO  
 PULITZER BUILDING NEW YORK  
 FORD BUILDING DETROIT  
 MARKET AND THIRD STS. TITLE INSURANCE BLDG.  
 SAN FRANCISCO, CALIF. LOS ANGELES, CALIF.  
 SECURITIES BUILDING  
 SEATTLE, WASH.

a sketchy study, done in the most approved style, of a little group of real human beings. True, two of the characters are writing letters, as they might very well do under the circumstances, but you must give a second look to detect this. On the balance sheet of this picture, and to the credit side, are a great many elements which are subtle yet always present.

First, the people have the "class" look. The nursemaid is a type. The rich would have her for those children playing on the sand. She is just enough of a snob to fit well into the picture. Stationery used by these people would unquestionably be the very best available.

The characters in the background are drawn with equal skill. There are no cramping borders. The illustration has literally been sketched into the composition.

Consider, also, the Julius Grossman illustration.

It has the "story" flavor. The artist has not air-brushed the shoes on the lady. He has not drawn a dotted line from the good-looking young man, down to the product. He has not made the shoes in heavy wash, and kept the remainder of the picture in soft pastel shades, in order to bull's-eye the footgear. It wasn't necessary. We all know the young woman is not going barefoot. Arrows are not essential to make us see the significance of the idea. We have some imagination of our own, thank you.

This is a sincere plea for more realism, and realism is good salesmanship.

### Business-Paper Editors Discuss Their Jobs

**M**ORE than sixty editors of business papers attended the first fall meeting of the New York Editorial Conference on Friday, September 21 to discuss, as John H. Van Deventer, chairman of the conference and editor of *Industrial Management*, said, "The most interesting subject in the world; ourselves."

The question of the remuneration due business-paper editors and their opportunities was discussed by the two principal speakers, M. C. Robbins, president, the Robbins Publishing Co. and William Buxman, assistant to the vice-president, McGraw-Hill Co., Inc.

Mr. Robbins after stating that the editor's profits were dependent upon the success of the publication suggested a few qualifications for the business-paper editor as being:

(1) Editorial ability, including a knowledge of the industry and the needs of the reader.

(2) Ability as a writer.

(3) Ability to contact the industry.

(4) Executive ability.

He outlined the three-way success of a publication as the ability to satisfy and pay the reader, the advertiser and the publisher, and stated that there has been a steady increase in the importance and remuneration of the business-paper editor.

Mr. Buxman stated that genuine co-operation from the editorial side meant a real conception of the scope and needs of the industry served by the publication, and pointed out that the best co-operation an editor could give was to make a publication that the advertising department would be proud to sell. "Leadership editorially," he said, "means leadership advertisingly."

In an informal discussion, which followed, Roy Dickinson, associate editor of *PRINTERS' INK*, spoke on the value of proper perspective, and profit-sharing plans in publishing. He was followed by E. J. Mehren, vice-president of the McGraw-Hill Co., Inc., who emphasized the importance of the manufacturer and his viewpoint in business-paper editing.

S. B. Williams, managing editor of *Electrical Record*, spoke on the necessity of the editor selling the importance of his job, and the discussion was concluded by David Becroft, editorial director of The Class Journal Company, who emphasized the fact that an editor should be able to forecast important trends in his industry.

# DETROIT *the world's largest producer of women's house dresses.*



**I**NSEPARABLY interwoven with Detroit of course is the automotive industry—yet in forty other different branches and phases of manufacturing Detroit is a world-leader—one of them for instance, the production of women's work and house dresses.

Detroit does not depend upon the production of motor cars alone for its prosperity. Hundreds of other huge factories which have nothing to do with things automotive create necessities and luxuries of living which are sold regardless of "conditions."

And in this huge market of 1,200,000 people there is but ONE morning newspaper—The Detroit Free Press, welcomed eagerly each day in the wealthiest and the humblest of homes.

## The Detroit Free Press

*"Advertised By Its Achievements."*

VERREE & CONKLIN, Inc.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

# Textile Men are out for Information

**I**F THERE is one thing that distinguishes this industrial era from others it is the present practice of manufacturers to keep in close touch with changes and improvements within their industry.

No one wants to be caught napping—no one wants his competitor to get the jump on him. This explains why **TEXTILE WORLD** and other leading business publications have so firmly established themselves within their respective industries.

Every issue of **TEXTILE WORLD** is jammed with information—each is full of "how" suggestions both for the men who control the policies of the company and those in charge of production.

In this connection it should be appreciated that in papers of this type the advertising pages are read with the same degree of attention that is given the editorial pages. Here, too, can be found new ideas, short cut suggestions and better methods.

**AND**—of the more than 800 advertisers in **TEXTILE WORLD**, more than half use no other textile paper. This is one more reason for its preference by mill men who count.

If your product can be used in textile mills—if it will save time, trouble or money for the mill man, he wants to know about it. Give him real information through the advertising pages of **T. W.** and you will get a share of the \$10,000,000 that is spent every week for new mill construction, enlargements, machinery, equipment and supplies (not including raw materials).



*"Selling to Textile Mills"*  
*A booklet—sent on request*

# Textile World

*Audit Bureau of Circulations*  
*Associated Business Papers, Inc.*

334 Fourth Ave., New York



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# Henri, Hurst & McDonald

## A D V E R T I S I N G

### Chicago



**WE** are now serving twenty-one manufacturers.

Eleven are the acknowledged leaders of their respective industries; five rank second in their respective industries the remaining five, we believe, possess potential leadership.

The Henri, Hurst & McDonald News Letter, an unusual sales bulletin, is sent each month to our customers' salesmen. Many sales managers, advertising managers, and other executives, also, are regular readers of the News Letter. A copy will be sent at your request.

# Stabilizing Profits through Advertising

The Need of More Durable and Lasting Advertising Investments

By Alvin Hunsicker

President, The Standard Textile Products Company

**B**Y stability in advertising we mean advertising that is durable, advertising that may be counted upon to bring results that reflect permanent investment and maximum profit. In discussing this question we are talking from the point of view of the producer and not the distributor; in other words, from the manufacturer's point of view, rather than from the merchant who resells a product.

A little serious thought on the part of any of us will lead us to conclude that nothing happens by chance. Some of us are fairly well versed in economic, political and social laws, but few of us have attempted to fathom what we may style "Universal law." We do not profess to understand, or even approximate, the laws that govern the universe, but we have noticed one thing—nothing stands still; that motion or rhythm seems to be one of the fundamental laws of nature.

For instance, the earth travels "in an orbit, so does the sun, the moon and the stars and the astronomers tell us the great solar systems of the universe have their orbits and that they keep traveling in the same path age after age. We business men are a part of the universe and subject to its laws, and if we stop to consider we seem to have a thinking orbit, which we follow more or less regularly. Part of the time we are optimistic, then we are over-confident, then we are cautious and then we are pessimistic.

If we put pessimism at the bottom of the circle and at the top we will find that in going from pessimism to over-confidence we

pass through the confidence section, and in coming from over-confidence to pessimism we pass through the cautious section, but we travel right around the circle and, perhaps, this is why we have the "business cycle" of which we read so much. Certainly those of us who chart the results of our business for years back will notice that we have our high spots and our low spots, and if you draw a line in the middle between the high spot and the low spot in your business and paste them together you will have almost a circle—the bottom representing poor business, or pessimistic thinking, and the top good business, or optimistic thinking, and when you come to reason the matter out nothing ever happens that is not the result of thinking. In other words, thought always precedes action and thought, therefore, must be the cause and action, the effect.

## TAKE KING SOLOMON'S ADVICE

If my theory is correct then we should take the advice of Solomon, who said, "My son, get wisdom, but with it get understanding!" He makes a distinction, you will notice. Wisdom may be defined as a collection or compilation of facts, whereas Understanding may be defined as an assimilation of facts. It doesn't particularly benefit us to know a lot of things—it would be far better if we knew less but understood the few things that we know.

The question may arise—what has all this to do with stabilizing advertising? Proper understanding and, consequently, proper thinking, from which should result proper action, has to do with everything, including advertising. The man who has given sufficient thought to the attitude of mind assumed by business men during

From an address before the Fifteenth Annual Convention of the Advertising Affiliation at Rochester, N. Y., on September 21.

times of high prices or inflation, and low prices or deflation, will never "hunt with the pack," for when everybody sees nothing but millions in it and when everybody sees nothing but disaster ahead it is time to step to one side and walk the other way. Business has never been so good that it could not have a set-back and business has never been so bad that it couldn't be improved. The man who recognizes these facts will, naturally, govern himself and his business accordingly.

Therefore, we should in the first place, stabilize our understanding. We should do more thinking. We should arrive at more accurate conclusions. We should recognize that the so-called "sudden changes" are nothing but steps in the evolution of business. Civilization is changing. Our grandmothers and grandfathers tanned their leather and wove their own cloth, and the shoemaker came to the farmhouse, the tailor as well, and made the shoes and the clothes. They, no doubt, had many troubles to solve in their manner of living. Difficulties are always with us. If we had no troubles, we'd never know what it was to overcome them.

Our troubles today seem to be—not with the traveling shoemaker and tailor, but with the huge combinations of capital used in manufacturing enterprises. Now there are thousands of shoemakers and tailors under one roof. The corporation, or a number of allied corporations known as "trusts," have taken the place of the individual craftsman. The man in the trade, who buys, is usually a trained thinker. You can appeal to him more easily than you can to the average reader. It therefore takes greater skill to advertise today than it did twenty-five years ago, especially is this so when we take into consideration that twenty-five years ago things were different. Since then four industries have been born—the automobile, electrical, chemical and motion picture—that have developed to a point where directly or indirectly, they employ thirty millions of people. Those of us who cannot keep up with

the times, who cannot stabilize or make more durable our understanding of the great changes that are taking place in industry, are apt to fall behind.

#### FORESIGHT HAS BECOME MORE NECESSARY

In the second place we should stabilize and make more durable our planning. It takes more foresight than it used to, to plan an advertising campaign. The lines of distribution must be more carefully watched and studied with a keener sense of foresight. No one is compelled these days to buy any one particular thing. He has a choice and he can secure what he wants with little delay. Planning an advertising campaign, therefore is not so easy as it once was. It takes more thought and study than it used to.

As advertisers we should stabilize our appropriation. We should make our advertising dollar count for more. Our advertising investment should be more durable and lasting. Many advertisers have launched an advertising campaign without giving any thought to the service they were able to render and thereby have lost a lot of money. A mushroom will grow over night, but the growth of an oak tree is much slower. The mushroom perishes in a few weeks—the oak tree will live for centuries. Assuming that an advertiser has a fixed production with proper distribution, he can, with safety, create a demand equal to his ability to serve and as his business grows he can increase his appropriation proportionately. This may not be a popular form of advertising, but it is a safe form and the results will be durable and lasting.

A thousand bricks if dropped into a body of water at once will make quite a splash, but in a few moments the water again will be still and placid; whereas, if a thousand bricks were dropped into the water a few at a time, the water would be disturbed for a considerable length of time. The public is fickle. It is constantly looking for something new. We are in-

# BOY, PAGE MR. SPACE BUYER

Leaving out of the calculation the Sunday editions, with their scattering circulation, you can get a true index to the "selling punch" of Cincinnati newspapers by a careful study of their *daily display* advertising figures. For example, local and national advertisers during the first six months of this year used 9,735,026 lines of display advertising in the two afternoon papers, as against 3,528,118 lines in the two morning papers—*some preference!*

But the same advertisers placed in the TIMES-STAR 2,471,141 lines of display more than they placed in both morning papers together—an acknowledgment that the TIMES-STAR has more than twice as great consumer influence as the two morning dailies combined!

But that is not all. The second evening paper carried more display advertising during the six business days than both morning papers combined, yet, with 5,999,259 lines, the TIMES-STAR distanced it by 2,263,492 lines.

Boy, page Mr. Space Buyer!

## CINCINNATI TIMES-STAR

CHARLES P. TAFT, *Publisher*

C. H. REMBOLD, *Manager*

*Member of Audit Bureau of Circulations*

clined to think that the advertising that comes out with a splash is not as durable as the advertising that comes out in smaller doses, but in continued doses. The advertising shore line is lined with trademarks that have been wrecked by too large a splash at the beginning. Millions of dollars have been wasted by doubling appropriations, when the going was good.

A little sober thought would lead any advertising man with planning brains to realize that in periods of over-confident trade the advertising line should be shortened and the money saved at that time should be expended in periods of depression, for business was never so bad that something would not sell. The moral effect of a good line of advertising during depressed times is greater than we appreciate, and if we stop for a moment and reason we would realize that in times of depression the foundation for an increase in business is being laid. The man who understands does his planning when values are low, when money is cheap, and this really is the time to let the public know that you are in business at the same old stand and have not dropped out of sight altogether.

Then again we advertisers should stabilize the integrity of advertising. A spade should be called a spade; our declarations should be honest declarations. No salesman would ever be put on the road who earned the reputation of being a nice, smooth liar. Any advertisement that can be proved to be a misstatement of fact, or that even borders on the danger line, is harmful. Any statement of fact that is published should be born in honesty, should be clothed with fairness and should suggest a spirit of co-operation that is based and founded on the strictest integrity. The fake advertisement is rapidly disappearing, but it has not been wholly obliterated. We believe that business men as a whole are better business men than they used to be; that business practices are better than they used to be, and

we especially believe that advertising is better in character than it used to be.

Someone has said "The universe pays you back in your own coin; smile on her and she'll smile in return." It is quite true that we reap what we sow—we get what we deserve. Our advertising will be just as good as we are; our returns will be just as good as they deserve to be. If, as advertisers, we cannot be honest from a moral point of view, let us recognize that we must be honest from a business point of view.

### Wenatchee Apple Campaign in October

The second national campaign of "Eat Wenatchee Apples," the name under which apple growers of the Wenatchee district of Central Washington market their select brands, will start about the middle of October. Forty-two newspapers in a list of thirty-eight cities throughout the country, known to be good apple markets, will be used.

Poster advertising in New York and Chicago will also be used. A preliminary campaign in business papers is now under way, acquainting wholesalers, commission merchants and fruit jobbers with the advertising program.

R. R. Graham has been appointed advertising manager. H. L. Wiester continues as managing secretary of the organization, of which he formerly acted as advertising director. The advertising is directed by the Los Angeles office of Lord & Thomas.

### New Advertising Business Formed at Newark, N. J.

Charles K. Feinberg has opened an office at Newark, N. J., where he will conduct an advertising business under his own name. For three years Mr. Feinberg was with the Schöck Advertising Agency of that city. He also was formerly with The Art Metal Works, Inc., Newark, as advertising manager, and at one time was with the Certified Checoupon Company, New Bedford, Mass., in a similar capacity. More recently he directed the advertising campaign of the American Jewish Relief Committee.

### Has San Francisco Hotel Account

The Hotel Bellevue, San Francisco, has placed its account with the Harold C. Wurts Advertising Agency of that city. Pacific Coast newspapers are used for this account.

**Subject: "How Will You Select Your Advertising Agency?"****Gentlemen:**

How are you going to select your advertising agency?

Competition is keen. When it becomes known that a national, worth-while advertising account is open to solicitation, there are scores of wide-awake agency representatives who are on the job immediately. You will be impressed by their talk, but you will, no doubt, finally make your decision on the knowledge of your trade and of your product which the principals of the agency have, on the comprehensive understanding of your problems and needs which the copy man assigned to your work has, on the financial standing and the general character of the advertising agency, and in general on whether you think that the agency, as a whole, and your organization, as a whole, will work together harmoniously, constructively and profitably.

You will not want to be "small fry" in the agency where you go. You will want to be looked upon as a "good account," with big possibilities. You will want the enthusiasm, not only of the copy and art people, but the enthusiasm and constructive thinking and constant attention of the heads of the agency.

We invite you to make every possible investigation of our firm, inside and out, among our clients and among those from whom we buy. We want you to meet and know all of the active people of our organization. We shall be glad to meet you if you are open, in a confidential way, to follow up some such line of approach as outlined above.

You can approach and talk with the heads of our firm regarding a new agency connection, without obligating yourself, or us, in any way, and without your advances becoming "public property."

Yours very truly,

*M.P. Gould Company*

Advertising Agency

454 Fourth Ave., N. Y.  
Phone, Mad. Sq. 9070.

Charter Member American Association of Advertising Agencies.  
Member National Outdoor Advertising Bureau.

# A New Record

The October Issue of the Household Journal Carried More Advertising Than Any Other Single Issue in the Entire Thirty Years of the Publication's History!



THE NEW HOUSEHOLD JOURNAL BUILDING

Owned and Occupied Exclusively by The Household Journal

rd **700,000**

of  
nal  
tis-  
her  
Paid in Advance---  
All Mail Subscribers

En-  
the  
ry! **\$2.<sup>60</sup> an Agate Line**

**\$1450.<sup>00</sup> a Page**

(680 Lines)

*The*  
**HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*

• Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers

2003 Harris Trust Bldg.

Central 937

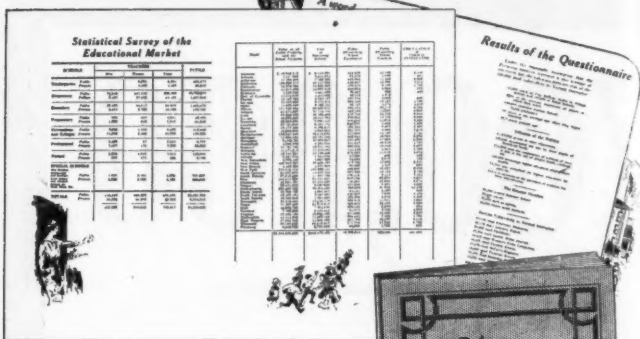
New York Office

A. H. Greener, Manager

116 W. 39th St.

Room 1030





## Write for this Booklet

It contains a complete Statistical Survey of the Educational Market showing the number of men and women Teachers in Kindergarten, Elementary, Secondary and High Schools, in Colleges, Professional, Normal and Special Schools. Also the number of pupils in each division.

By states it gives Value of all Public Property used for School Purposes, Cost of Operating Schools, Public Elementary School Enrollment, Number of Public Elementary School Teachers, etc.

In its sixteen pages is much data relative to School Bond Sales, Teachers' Salaries, Amount Spent Yearly for Buildings, Equipment, etc.

The results of a questionnaire which we recently sent to 10,000 subscribers to Normal Instructor are summarized.

In compiling and arranging this booklet we have tried to make it not only interesting, but also useful to agency men and to advertisers. A limited number have been printed.

*F. A. Owen Publishing Co., Dansville, N. Y.*

Chicago Office  
910 So. Michigan Ave.  
C. E. GARDNER  
Advertising Manager

New York Office  
110 West 34th Street  
GEORGE V. RUMAGE  
Eastern Representative

# NORMAL INSTRUCTOR

## and PRIMARY PLANS

*For Teachers of all the Grades and Rural Schools*

## "Discount Shopping" Severely Condemned by Food Manufacturers

F. D. Bristley and J. H. McLaurin Censor Price Discriminating Practice at American Specialty Manufacturers' Association Convention

THE question of discriminatory prices came in for much discussion at the annual meeting of the American Specialty Manufacturers Association on September 27, at Minneapolis. Both F. D. Bristley, vice-president of the Royal Baking Powder Co., and chairman of the merchandising committee of the association, and J. H. McLaurin, president of the American Wholesale Grocers' Association, spoke on the subject.

Mr. Bristley condemned the practice of "discount shopping" indulged in by some specialty salesmen when he said:

"There is one unethical practice indulged in by the salesmen of some manufacturers which I think deserves mention, and that is the complaint so frequently heard from the wholesale grocers, that some specialty salesmen shop around from one wholesale grocer to another, obtaining the best discount the wholesaler will permit the salesmen to offer to the retail trade on his specialty orders, and then conveying such information to the retail dealer, the result of which is that the wholesaler offering the largest special discount receives the bulk of that salesman's orders. This unfairly disorganizing practice is, in my opinion, to be severely condemned."

Going into this matter somewhat more at length Mr. McLaurin confirmed Mr. Bristley's views. He stated:

"There has grown up with certain manufacturers the policy of trying to induce wholesalers to indulge in cutting prices, and discriminatory prices.

"I have known of cases where the manufacturer's salesmen would go to a merchant and ask him how much of the discount the merchants would permit the salesman to give away. Of course you immediately say that the mer-

chant ought to have more intelligence than to listen to such a proposition. Perhaps you are right, but the fact that the merchant should not accept the proposition does not relieve the manufacturer of being guilty of proposing something which is uneconomic and wrong. You might consent for me to burn your store, but that would not relieve me from being a criminal if I burned the store. The merchant may consent to let a manufacturer's salesman give away part of the merchant's legitimate discount, but that does not relieve the manufacturer and his salesman of being an accessory to an economic crime. If the manufacturer's discount is too much, it should be fixed at what is just and reasonable, but having fixed it, don't you yourself participate in undoing what you have done. If I were talking to the wholesale grocer, I would suggest to him that he politely but firmly invite your salesman to leave his office when such a proposition were made, but at this time I am urging the manufacturer not to try to seduce the merchant from the paths of economic virtue.

### ANOTHER TRADE EVIL THAT IS DEMORALIZING

"Some of those manufacturers to whom, through you, I am speaking indulge in another practice which is uneconomic and demoralizing. These in their anxiety to push the sale of their commodities go to wholesale grocers and get permission to buy the wholesale grocer's salesmen. There is no doubt about the fact that the wholesale grocer who consents to such an arrangement is stopped from complaining of the conduct of the manufacturer. If you induced another gentleman to cooperate with you in burglarizing a store, that gentleman could not

escape responsibility because you had misled him nor could he hold you responsible for your conduct, but the fact that he would also be guilty and that you would not be responsible to him would not relieve you from legal nor moral guilt. So those manufacturers,—not you, of course, but others who may belong to your association,—who go out and give bonuses to salesmen cannot escape the moral consequences of their conduct by saying to the wholesale grocer that you are guilty also.

"I am inclined to believe that this method of giving bonuses to salesmen is not as seriously considered as it deserves. At first glance it may to some appear harmless, but the results are almost wholly harmful. It is fundamental, and a truth backed by divine authority, that a servant cannot serve two masters. When the manufacturer buys part of the time of the wholesale grocer's servant-salesman, the servant will cling to either the manufacturer or the wholesale grocer, being thereby unjust to the one or to the other. It puts the servant-salesman in a wrong moral attitude and of necessity affects his character. There is another thing that results from these bonuses to salesmen. It is but human nature for the man who accepts the offer of a bonus to do all he can to make the bonus as great as possible, and he will therefore devote a disproportionate part of his time to selling the specialty from sales of which he expects the bonus. He will neglect other lines that ought to be pushed, and he will likely cause the buyer to buy more of the specialty than is needed. It creates a fictitious volume of sales, one that is demoralizing and injurious and one which tends toward price discrimination and unjust price cutting."

Mr. Bristley in his address, however, showed that the wholesaler, himself, is not entirely blameless. In too many cases, the wholesaler is still playing the old trick of substituting his private brands on orders obtained by the

manufacturer's specialty representative. On this score, Mr. Bristley had this to say:

"One of the greatest problems confronting the members of this association and the problem on which the foundation of this association was organized is that of our specialty order. Eternal vigilance on the part of your association, and especially on the part of your general secretary, has gone a long way toward commanding respect for the specialty orders bearing the stamp of our association. But I regret to report that especially in some of our larger commercial centres, carelessness and indifference, plus, in some instances, greed on the part of certain wholesale grocers to substitute their private brands when filling specialty orders has evidently influenced a number of our influential members to adopt a direct delivery system to the retail dealer at such points, and unless our wholesale distributors wake up to the significance of these new conditions, for which they are evidently responsible, there is likely to be a general trend in that direction on the part of other manufacturers."

"And it may not be amiss at this particular part of your chairman's report to point out the important fact that when a manufacturer is forced not only to sell his goods to the retail dealer, but to deliver them as well, there remains but one link, and that is invoicing and collecting, to complete the chain of direct distribution. Let us hope that our wholesale distributors will grasp the significance of these conditions as they exist today, and stem the tide before it is too late, and this can be done if they will live up to the Code of Ethics as it relates to the wholesale grocer."

#### Advancements by N. W. Ayer & Son

Norman King Innis has been made head of the plans division of N. W. Ayer & Son and Neal Duncan Ivey has been placed in charge of territory under the Philadelphia office. Gerold M. Lauch has been appointed manager of service at the New York office of this agency.

## What Is "Class" Circulation?

**A** FEW publishers—some advertisers—and a great many advertising men define "class" or "quality" circulation, as though it had some reference to, or bearing on, the social standing of those who comprise it.

"Class" or "quality" circulation is purely a commercial term. It means circulation among that part of the population who have enough money to buy what they need or want. As opposed to it, there is "mass" or "quantity" circulation, which means circulation among that part of the population who have not.

When the New York resident is financially able to live in ordinary comfort, he becomes a theatre patron. The circulation of Theatre Programs in New York, is, therefore, confined to the people who have at least enough money to satisfy their needs. There are various methods of advertising to the others.

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Programs for 60 legitimate New York theatres—  
aggregating 1,600,000 circulation monthly.

Published by

*New York Theatre Program Corporation*

108 Wooster Street

New York City

# Advertising Affiliation Discusses Stabilization of Selling

Annual Convention of Association Held at Rochester, N. Y.

**"STABILIZATION of Selling"** was the general theme of the annual convention of the Advertising Affiliation which met at Rochester, N. Y., on September 21 and 22. At this convention advertising clubs of Buffalo, Toledo, Cleveland, Hamilton, Ont., and Rochester were represented.

Nearly 400 advertising men were at a luncheon which opened the convention of the Affiliation. Three addresses made up the afternoon program of the first day. One of these addresses, that of Alvin Hunsicker, president, Standard Textile Products Company, New York, on "Stability in Advertising," is given elsewhere, in part, in this issue of **PRINTERS' INK**.

That our national railroad system is the sick man of our national industry, was the substance of an address on "Selling Transportation" by Edward Hungerford, director of publications, University of Rochester. Mr. Hungerford prescribed the employment of sales managers and a comprehensive advertising program to popularize the railroads with the public and to furnish active competition to the growing use of motor buses.

Tim Thrift, advertising manager of the American Multigraph Company, Cleveland, gave rules to follow for the construction of good business letters. Mr. Thrift spoke on short notice, replacing another speaker.

Automobile trips about the city provided diversion for the remainder of the afternoon.

Saunders Norvell, chairman of the board, McKesson & Robbins, New York, satirically discussed the subject of "Morons" after a dinner which opened the first evening session. A part of Mr. Norvell's address is given elsewhere in this issue of **PRINTERS' INK**.

Floyd Y. Keeler, vice-president, Frank Seaman, Inc., New York,

in an address on "Advertising Lowers the Cost of Distribution," declared that well-planned, judicious advertising not only aided salesmen on the selling firing-line but went over their heads straight into the daily life of the consumer. He said that cutting the cost of distribution 5 per cent would cut down retail costs considerably.

Edward J. Cattell, of the Chamber of Commerce of Philadelphia, spoke on "The Dawn of a Brighter Day."

The morning of the second day was spent in golfing and a trip through the Eastman Theatre under the guidance of Arthur P. Kelly, secretary of the Affiliation.

Addresses on the following subjects were made at the afternoon session: "House-to-House Selling," by Martin L. Pierce, research and promotion manager, the Hoover Company, North Canton, Ohio; "The Part Effective Letters Play in Stabilization of Selling," by Louis Balsam, editor *The Mailbag*, Cleveland, and "Getting Somewhere," by Congressman Meyer Jacobstein, Rochester.

Arthur Brisbane, New York *American*, was the principal speaker at a dinner which concluded the convention. Don C. Seitz, New York *Evening World*, spoke on "The Newspaper and the Advertiser," and Roy L. McCardell, New York *Morning Telegraph*, on "We Are Advertised by Our Loving Friends."

## NEW OFFICERS ELECTED

Officers for the coming year, elected earlier in the day, are: President, Joseph F. Melia, Buffalo; first vice-president, J. R. Watson, Hamilton, Ont.; second vice-president, George Rutherford, Cleveland, and secretary-treasurer, Arthur P. Kelly, Rochester. Mr. Kelly was re-elected.

The next convention will be held at Buffalo.

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# "Most quoted" Hardware paper

These and many other leading newspapers publish summaries of the Weekly Market Reports of Hardware Age because of their vital interest to business men.

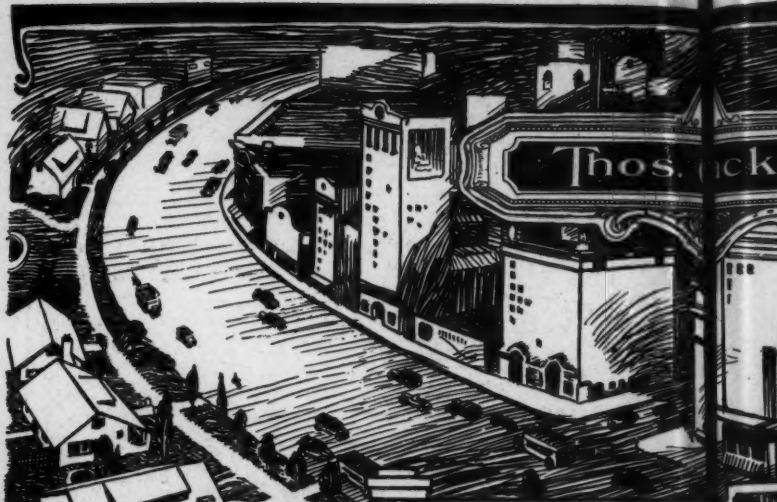
This country-wide publication of these market reports by the chief organs of news and opinion is testimony of the prestige of Hardware Age and the authenticity of these reports.

Hardware Age is a hardware trade institution. Its editorial service is regarded by the dealer as part of his business. That is why its advertising pages pay manufacturers the biggest dividends in dealer interest, good will and sales.

## HARDWARE AGE

239 West 39<sup>th</sup> Street New York





**A** naturally  
good product  
sold by a  
naturally good  
advertising  
medium



Thos. Cusack Co.

**CHICAGO**  
Harrison, Loomis  
and Congress Sts.

**NEW YORK**  
Broadway and 5th  
Ave. at 25th Street



*Naturally Good!*

**Post Toasties**  
Improved CORN FLAKES



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# IMPOSE

*"To place and arrange type matter, plates and the like, in proper position for printing."*

—DICTIONARY OF PRINTING.

Goldmann tries not to impose upon a customer's good nature by letting his job drag, just because he didn't set a dead line for delivery. There's no satisfaction for you and no profit for us in dilatory methods. Perhaps we are not the fastest printers, but we try to be the most prompt, if you get the distinction. In 49 years Goldmann has learned a lot of things about printing that don't figure in the estimate, but show up unmistakably in the finished job.

**ISAAC GOLDMANN COMPANY**

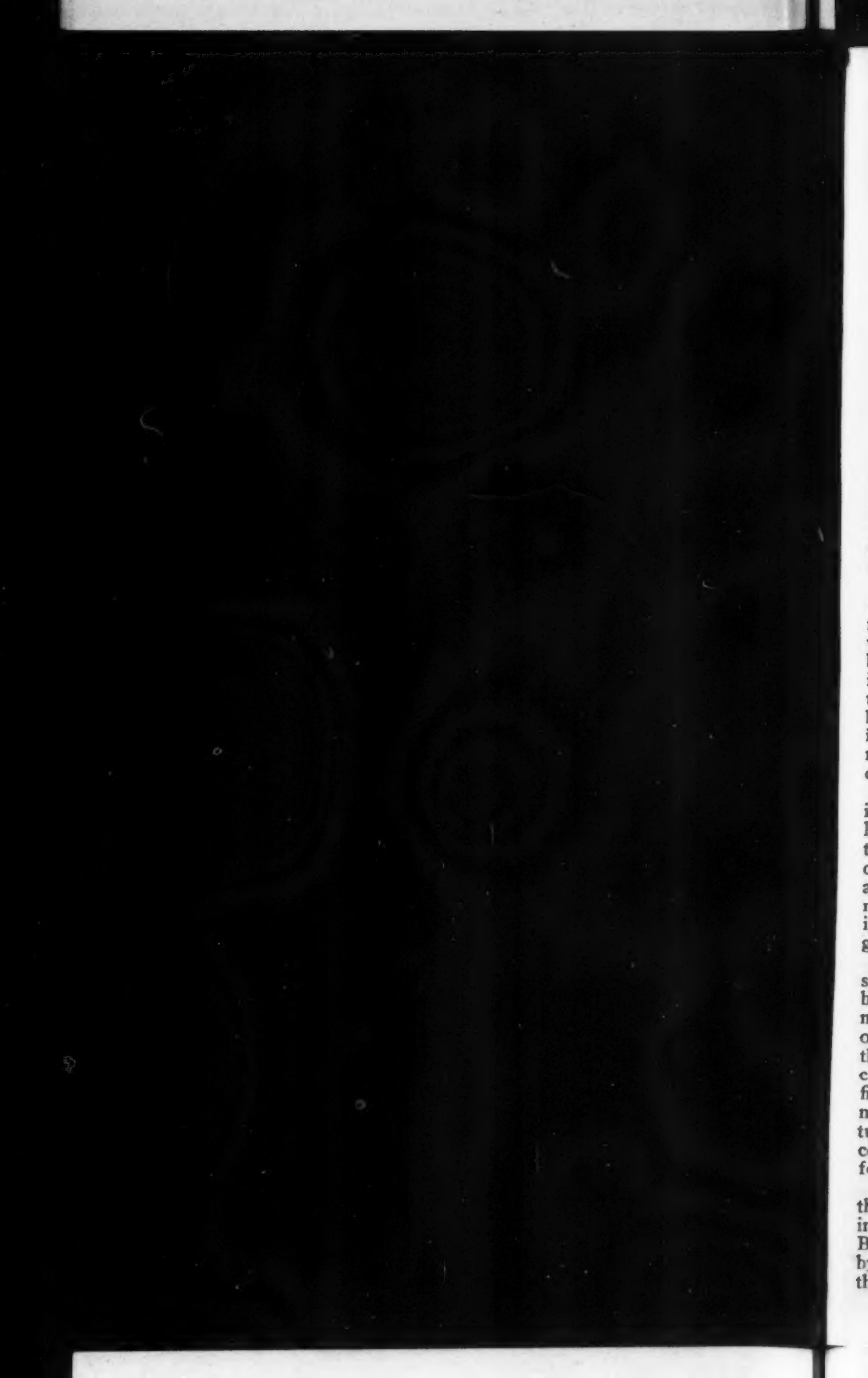
**EIGHTY LAFAYETTE STREET NEW YORK CITY**

*Printers Since Eighteen Seventy Six*

TELEPHONE FRANKLIN 4320







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# Simplification of Lines Gives Knox Hat Advertising Opportunity

Company Finds It Possible to Concentrate on One Hat and Go After the Mass Market

By August Belden

**A**DVERTISING does its greatest work when allowed to expend its force upon a few definite things. Its concentrated energy drives the knowledge of these things into the human consciousness. So, when lines are simplified, advertising can step in and do its part. The change from a line of a large number of items to a few, develops a new sales idea and points the way for a definite advertising program.

One by one, manufacturers who formerly made hundreds of models, styles and designs and therefore were non-advertisers because advertising could not play its full part in such a scheme of things, are beginning to see the benefits of few lines plus advertising and are throwing out profitless numbers and getting boldly back of those that sell.

This trend toward simplification is developing an ever increasing list of advertisers. It is a trend toward economic efficiency. It is one of the forces which is gradually eliminating waste in materials, energy and time. Advertising used in this way is rendering a great economic service.

The fundamental benefits of simplified lines are apparent. They begin with the buying of the raw material and extend through every operation to the final sale. Among these benefits are the reduction of cost in many departments, simplification in manufacture, the elimination of waste, the increase in turnover, the opportunity for concentration and the necessity for advertising.

There are many examples of this modern trend of merchandising, as, for instance, the Morse & Burt Shoe Co., which cut its lines by 50 per cent and then put over the Cantilever shoe.

One of the latest recruits in this march of progress is the Knox Hat Company of New York, known for nearly a century as manufacturer of the Knox hat. The story of this company's change of policy is a most interesting one.

Formerly the Knox company made upward of 3,500 styles of hats. This fall one style has produced 40 per cent of the entire wholesale business, and twenty styles, including this one, have produced 79 per cent. Formerly about one hundred colors were distributed among the various lines. Today the total number of colors is sixty. And out of this number four colors represent 35 per cent of the total sales, and twenty colors 86 per cent. These figures are especially significant when it is considered that the company's sales are showing large increases.

Besides reducing manufacturing costs, increasing turnover and profits, cutting down the investment in merchandise stocks and removing much sales resistance, this simplification has given advertising a real opportunity to perform. The Knox company has been an advertiser for many years, but its previous advertising has always been on general lines, selling the Knox name. Today, with one item on which to concentrate its advertising force, it can be specific and sell Knox hats.

The Knox hat has always been a quality product, and because of this it became identified with the classes, was associated with the walking stick and the English top-coat, and seemed something quite beyond the scheme and the means of the masses. Naturally, this state of mind put a definite limit on sales possibilities. And this

state of mind was further assisted by the fact that Knox hats were generally sold by the best dealers, who were exclusive selling agents for the company. These stores attracted the best trade and because of their "class" repelled a great number of possible buyers, who really had money to spend.

The problem of the Knox company was to broaden its selling

to say to the clerk that what he offered was too expensive—and the average man does not like to be placed in such a position.

The development of a leader at a definite price seemed to be the best means of overcoming this silent, intangible sales resistance. In order to develop this leader and to make it possible for the company's agents to get solidly



*Ready today*  
**The most sensible hat  
you can wear**

**HERE IS YOUR NEW HAT**—It has that characteristic spirit of smart style and fine quality that has made Knox hats pre-eminent.

There is a sense of poise that marks the wearer of Knox hats as one who has cultured the distinction of combining good sense and good sense with economy.

The seven dollars that you will pay for this hat will be invested in quality that will increase your hat expenditures. It will be located in a hat designed and made by Knox, due to smart and fitted to its style. It will be an investment to remember. Truly this is the smart sensible hat that you can buy.

Makes no mistake this time—go to the dealer who sells Knox hats. It's a step in the right direction. Go today.

*Sent by this FREE booklet*

The booklet is a complete guide to the best of Knox hats. It tells you how to choose the right hat for your face, your hair, your color, your season, your occasion. It tells you how to care for your hat. It tells you how to get the most out of your hat. It tells you how to get the most out of your money. It tells you how to get the most out of your hat. It tells you how to get the most out of your money. It tells you how to get the most out of your hat. It tells you how to get the most out of your money.

**IN SIX POPULAR COLORS**  
BROWN, BLACK, NAVY, GREY, TAUPE, WHITE

**KNOX HATS**  
KNOX HAT COMPANY · 452 FIFTH AVENUE · NEW YORK CITY

The Knox  
"Fifth Avenue"  
**\$7**  
Sensible  
Economy



ESTABLISHED 1899  
KNOX HAT COMPANY  
452 FIFTH AVENUE  
NEW YORK CITY



NEW TYPE OF KNOX ADVERTISING THAT IS SELLING KNOX HATS AS WELL AS THE NAME

scope, to prove that the Knox hat was a "mass proposition" and not an article just for the rich.

There were three principle points in the development of the solution of the problem: the simplification of lines which made it possible to develop a leader style, the development of the leader which brought about a new sales idea and advertising opportunity and the concentration of advertising on the leader which focused the public's attention upon one item.

Knox hats range in price from \$7 to \$40. The general purchaser heretofore thought of high price when he thought of Knox. His ideas on the subject of prices were somewhat confused. When he entered a store to buy a hat, if he wished to consider Knox, he must always ask the price and lay himself open to the chance of having

behind it, it was found necessary to eliminate a large number of styles and colors. Formerly when an agent stocked the Knox line he carried a varied assortment of styles at several different prices. Consequently he could not concentrate his selling, advertising or window display work on any one particular number. He must spread his efforts over the whole line, otherwise the end of the season would find him with a stock of styles on his shelves which did not sell.

Obviously the thing to do was to furnish each agent with fewer styles and head them by a leader. This would do three important things. It would give the agent one item on which he could concentrate all his selling efforts, thus giving him an opportunity to increase his sales. It would eliminate the chance of left-overs, thus

increasing his turnover. It would make it possible for him to keep a full range of sizes and colors in stock, thus allowing him to give better service to his customers.

The simplification of the line which eliminated a large number of styles and colors had its effect in every department of the Knox business all the way back to the buying of raw material, creating savings of one kind or another. For example the first step in the process meant a substantial saving in salesmen's expenses. The sample line was cut from 200 to 150. This meant that a salesman could get along with one trunk instead of two. He saved in excess baggage charges, in transfer charges, in room rent, in the time it took him to pack and unpack. Multiply these small savings by twenty-five, the number of road men, and the total amount for one year adds up to a respectable sum.

The simplification of lines was decided upon last year. Further simplification will be undertaken as the idea develops.

The selection of the leader was the next step. It was chosen with the help of the Knox Advisory Council, which is an important element in the organization. For years all Knox factory problems have been handled by a factory advisory council. This council is made up of a group elected by the factory organization, one representative from each department. The council solves the problems of factory conditions such as the raising and lowering of wages, hours of work, working conditions in general, etc. Since the council has been functioning the company has never been bothered with labor troubles of any kind.

F. H. Montgomery, president of the Knox company, wondered why an advisory council in the selling end of the business wouldn't work as well. So he set about to organize one. In January, 1922, a convention of Knox agents convened in New York for a two-day general discussion of selling policies and to establish an advisory council to work in connection with the company's selling organization in New York.

The advisory council would be a court of appeals to which any agent who felt he had been unjustly treated might go with the assurance that his grievance would be heard and adjusted with the advice of men conducting businesses similar to his, and not arbitrarily settled, as he might feel, by the management. Matters of price, qualities, styles, changes of agency, and any other matter of mutual interest could be brought before it and in times such as we are going through it seemed to the company that all could proceed with more confidence, knowing that these very important matters had had consideration from the agents' point of view before decisions had been made.

#### HOW COUNCIL IS FORMED

The country was divided into five geographical sections. Each of these sections elected a representative. The council was organized to meet four times a year in the company's offices in New York, the traveling expenses of the members being borne by the company. Selling problems of all kinds are laid before it. Contemplated changes in prices, for example, are discussed. All facts in regard to such changes, such as factory costs, raw material costs, etc., are given. All cards are laid on the table so that a true picture of every situation can be seen. In many cases contemplated price changes have not been made on the advice of the council. Where they are made complete information regarding them is given all agents by the council members. Thus it is not necessary for Knox salesmen to explain the whys and wherefores of price changes, etc. They can concentrate their time and energy on the real job of selling.

This advisory council chose the leader style which the company wished to feature and advertise into the consciousness of the masses. Before the meeting of the council was called to decide upon the leader the company had prepared a number of different styles from which to select. The



council spent two days studying these styles and by the process of elimination selected the leader, which was called the "Fifth Avenue" to sell for seven dollars.

Selecting a leader by this method diminished the possibilities of error. The combined judgment of those who were in the battle line of demand, in constant touch with the ultimate consumer of every section of the country, was added to the judgment of the company's experts. Agents, through their representatives, had selected the Knox hat for the season and therefore they felt a kind of proprietorship and a desire to justify their judgment by increased sales.

The next step in selling the Knox hat to the great mass market was advertising. The company believed that this \$7 hat was a value which would appeal to thousands of men who were not buying Knox hats. How to reach these thousands was the next problem to be solved. The company's feeling in regard to this big untouched market was outlined to dealers in a letter from Mr. Montgomery, the president. This letter was in part as follows:

The Knox hat is not an article for the limited few. It is a mass proposition—a hat for the four million men who pay income tax, the eleven million who own automobiles, and the twenty million who own phonographs!

How we are going to reach over six million men, to whom the prestige, style, quality and price of the hat speak for themselves is explained in this book.

I ask you to study this plan in all its novel details; and when you believe in it as I do, I am confident that you will join hands with me to make it a smashing success.

This fall the demand for Knox hats is centred upon a single style. The advertising campaign is concentrated upon this hat. A double-page spread, several full pages and other substantial space will be used in national mediums of large circulation.

The keynote of the copy is that the Knox hat at \$7 is sensible economy. The opening advertisement states, "The seven dollars you will pay for this hat will be invested in quality that will outwear your best expectations. It

will be invested in a hat designed and made by Knox, that is exact and final as to style. It will be an investment in comfort. Truly this is the most sensible hat that you can buy."

Special window displays have also been prepared for all Knox dealers. Inserts will be supplied for inclusion with dealers' bills to customers. A special Knox book, called "Head Lines," will be mailed free by the company to everyone who asks for it. A special letter will be sent to each inquirer, giving the name and address of the nearest Knox dealer. The company will send the dealer the name and address of each man who inquires in his trading district.

The book called "Head Lines" is an interesting discussion of hats and heads. "Head Lines of Great Americans" is one of the subjects covered. "When Admiral George Dewey, the hero of Manila Bay, bought his Knox hat," the booklet begins, "the size that fitted him was seven and one-eighth. The same size fitted Joe Jefferson, who made Rip Van Winkle immortal on the stage. But the great actor and the great admiral could not exchange hats; a glance at these two diagrams will reveal the reason." Two diagrams then follow which show the outline of the heads of these men. The booklet further states that to the Knox establishment has come every President of the United States since Lincoln. Throughout the book there are many references to famous Americans and many contours of well-known heads are shown, together with a short article on the science of phrenology, telling what "bumps" and various contours mean. The booklet also contains a little talk on hats and advises the kinds to wear on various occasions, a short description of the manufacture of hats and a brief history of the Knox business.

Charles Knox started in business for himself on Fulton Street, New York, in 1838. In his first shop there was only room enough for one man in front of the counter and one behind it. Charles was

## CINCINNATI

## 5 Years of Evolution

Can a town change? Can the viewpoint of its citizens be changed? And what happens when this occurs?

Old Timers used to say that Cincinnati was a tough market to break into—used to say that it was slow, conservative and hesitant. And five to ten years ago they were right.

Today, however, you will find Cincinnati alive, pulsating, active; rich, receptive and generous; peopled by folks who respond. It's a new era—a renaissance—an evolution. The old factors have gone—and in their place, youth, new blood has come. This new blood, so dominant in Cincinnati in the New Market—is fast bringing Cincinnati to the forefront as one of the strongest markets in the Middle West.

And because this market has awakened with keen interest, has discarded that languid, dormant attitude—it offers exceptional possibilities.

Advertisers that avail themselves of opportunity will find Cincinnati very effectual if included in their present schedules.

L. A. KLEIN  
50 E. 42nd St.  
New York

R. J. BIDWELL CO.  
742 Market St.  
San Francisco

L. A. KLEIN  
76 W. Monroe St.  
Chicago



*The* CINCINNATI ENQUIRER

*One of the World's Greatest Newspapers*

**Covers Cincinnati Every Day—Covers in the Way That PAYS**



## **WHAT are the essential Requirements for a Perfect Printing Book Paper?**

1. A smooth, even Surface
2. Quick drying of ink.
4. Bright Color.
3. Opacity.
5. Strength.

**Kimberly-Clark Company**

**HYLOPLATE**

AND

**HYLO ENGLISH FINISH**

possess these qualities in the highest degree:

**SURFACE**—Bleached Refined Ground

1. Wood Pulp, which forms a large part of these papers, makes a compact, well-filled sheet, which affords a cushion that aids toward perfect finish.

**INK DRYING**—Bleached Refined Ground

2. Wood Pulp has greater affinity for ink than any other known printing paper pulp. Therefore quick drying and setting of ink, permitting rapid printing without offsetting.

**OPACITY**—Bleached Refined Ground

3. Wood Pulp is the most opaque paper-making material known. The quality of opacity in paper prevents the printing from showing through to the reverse side of the sheet.

**COLOR**—Bleached Refined Ground Wood

4. Pulp assimilates the dyes most readily, making a bright white sheet that affords a soft contrast to the ink, giving a printed sheet that is easy to read, without eye strain, under either artificial or natural light.

**STRENGTH**—Bleached Refined Ground

5. Wood Pulp is made from selected highland-grown wood, only the best grade of virgin raw material being used.

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**Kimberly-Clark Company**  
*-Established 1872-*

## Kimberly-Clark Company's HYLOPLATE and HYLO ENGLISH FINISH

25 x 38—30 lbs. to 25 x 38—70 lbs.—are carried in  
stock and sold by the following paper merchants:

<b>ATLANTA</b> The Chatfield & Woods Company	<b>MILWAUKEE</b> The E. A. Bower Company
<b>BUTTE</b> Minneapolis Paper Company	<b>MINNEAPOLIS</b> Minneapolis Paper Company
<b>CHICAGO</b> Bradner Smith & Company Chicago Paper Company Parker Thomas & Tucker Paper Co. Swigart Paper Company	<b>NASHVILLE</b> Graham Paper Company
<b>CINCINNATI</b> The Chatfield & Woods Company	<b>NEW ORLEANS</b> Graham Paper Company E. C. Palmer & Company, Ltd.
<b>CLEVELAND</b> The Petrequin Paper Company	<b>NEW YORK CITY</b> The Canfield Paper Company
<b>DALLAS</b> Graham Paper Company	<b>OKLAHOMA CITY</b> Kansas City Paper House Western Newspaper Union
<b>DENVER</b> The Carter Rice & Carpenter Paper Co. Graham Paper Company	<b>OMAHA</b> Carpenter Paper Company Field-Hamilton-Smith Paper Co. Western Paper Company
<b>DES MOINES</b> Carpenter Paper Company of Iowa Western Newspaper Union	<b>PHILADELPHIA</b> The Canfield Paper Company
<b>DETROIT</b> Beecher Peck & Lewis	<b>PITTSBURGH</b> The Chatfield & Woods Company
<b>EL PASO</b> Graham Paper Company	<b>PUEBLO</b> Colorado Paper Company
<b>FARGO</b> Western Newspaper Union	<b>SALT LAKE CITY</b> Western Newspaper Union
<b>INDIANAPOLIS</b> Crescent Paper Company	<b>SAN ANTONIO</b> San Antonio Paper Company
<b>KANSAS CITY</b> Graham Paper Company Kansas City Paper House	<b>SAN FRANCISCO</b> General Paper Company
<b>LINCOLN</b> Lincoln Paper Company Western Newspaper Union	<b>SIOUX CITY</b> Western Newspaper Union
<b>LITTLE ROCK</b> Western Newspaper Union	<b>ST. LOUIS</b> Graham Paper Company
<b>LOS ANGELES</b> Western Pacific Paper Company	<b>ST. PAUL</b> E. J. Stilwell Paper Company
<b>LOUISVILLE</b> Southeastern Paper Company	<b>TOLEDO</b> The Commerce Paper Company
	<b>WICHITA</b> Western Newspaper Union

*Upon request any of the above mentioned paper merchants will furnish free one hundred sheets of Hyloplate or Hylo English Finish for trial.*

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## NEENAH WISCONSIN

*offices* New York - Chicago - Los Angeles

51 Chambers St. 208 So. La Salle St. 510 W. Sixth St.

nineteen years old at the time. In 1840 he removed to larger quarters and soon became a public character, as famous in his way as his nearby neighbor, P. T. Barnum, and such other enterprising Union Square and Fourteenth Street business men as Rowland H. Macy, Charles L. Tiffany and Benjamin Altman. It became the thing to buy your hat from Charlie Knox; it was said that sooner or later you would meet every eminent American in his store.

The new merchandising, selling and advertising policy of this old company is interesting and significant. It shows which way the wind is blowing in the development of distribution methods. It is another strong argument in favor of the simplification of lines and the concentration of selling and advertising energies upon few items. It shows that simplification and concentration tend only toward increases in sales and turnover, toward the broadening of distribution and the reduction of costs.

There are undoubtedly many old line business houses today which are still overloaded with profitless models, styles and designs which, if eliminated, would allow the full force, the undivided intelligence and the concentration of the capital of the organization to centre upon the exploitation of profitable and fast selling lines.

### Stanley D. Roberts Joins Carnation Milk

Stanley D. Roberts has been appointed advertising manager of the Carnation Milk Products Company, Oconomowoc, Wis. Mr. Roberts was at one time advertising director of the Chicago, Milwaukee & St. Paul Railway Company, leaving to assume charge of advertising and sales promotion for the Hebe Company, a former subsidiary of the Carnation company. More recently he has been sales manager of the Cho-Cho Division of the latter company and will continue to direct the marketing of Cho-Cho which is a new malted milk chocolate in concentrated liquid form.

### Cyrus Reimer Dead

Cyrus Reimer, sales manager of The American Fork & Hoe Company, Cleveland, died recently in that city. He was sixty-nine years old.

### "Rayfrocks," New Type Housedress, to Be Marketed

The Rhea Manufacturing Company, Milwaukee, maker of wash dresses, apron frocks, bloomers, etc., recently applied for trade-mark registration of the name "Rayfrocks."

"The name 'Rayfrocks' was invented with a definite purpose in mind," O. C. Klaye, manager, sales promotion department, informs PRINTERS' INK. "Housedress and apron manufacturers are laboring under the difficulty of having no distinctive name for their product. An apron may be a housedress or it may be a working dress or it may be a dress for afternoon wear. 'Rayfrocks' are intended to be a serviceable garment, yet one that will permit a woman to look pretty all the time.

"Our first efforts made this year point to a big demand for this type of garment," said Mr. Klaye, "and undoubtedly with the years these new garments will replace entirely the old-fashioned apron as well as the later type housedresses."

While marketing plans are as yet indefinite, a direct-to-dealer campaign will be opened in December.

### Western Railroad Copy Ties Up with Eastern Schools

The opening of schools and colleges presents an opportunity for selling transportation which is being taken advantage of by the Chicago & Northwestern Railway Company. In the newspapers of cities located along its lines the Northwestern has been advertising to young people who attend Eastern schools. The copy lists over thirty prominent colleges, boys' preparatory and girls' finishing schools located east of Chicago. "If you attend an Eastern school the Northwestern Line will gladly arrange for your trip East through to destination," the road offers.

### Cotton Manufacturer Hitches Copy to Airship

Timely copy in newspapers was recently used by W. Harris Thurston & Company, Inc., New York, manufacturer of mechanical cloth and cotton aircraft fabric. A photograph of the ZR-1 dirigible was reproduced showing its flight over New York the day previous. The copy stated that the aircraft was equipped with gas cells made of cotton cloth supplied by the advertiser.

### Condé Nast Publications Advance J. J. Lane

Joseph J. Lane, who has been in charge of horticultural advertising of the Condé Nast Publications for the last two and one-half years, has been appointed director of classified advertising of all the publications of that organization. Mr. Lane formerly conducted his own business as a publishers' advertising representative at Boston.

# Real Estate Publicity Offerings Make Effective Advertising Copy

Madison, Wis., Real Estate Company Investigates the Value of "Free  
Publicity" on Important Sales and Then Puts Its  
Copy in Paid Space Columns

WHEN a real estate broker makes a sale of consequence he hastens to the newspaper with his copy and cuts to secure as much free space as he can inveigle the city editor into giving him. He wants publicity, and he generally wants it in the way he thinks best. But he usually gets it in some emasculated fashion.

The head of a real estate organization, the Stanley C. Hanks Company, of Madison, Wis., which was following this practice in common with the other brokers, gave some thought to this matter and then asked itself these questions: "Just how valuable is this free publicity when every broker in town is doing exactly the same thing and when our name appears just insignificantly at the end of the article? Aren't we missing something by putting these news stories into the news column of the papers instead of using them in our advertising space?"

The mere asking of the questions implied their answers. If a real estate firm's newspaper advertising should contain the news of the firm and its activities, surely news of prominent sales should have a place in the display space.

Not only would this practice give an unusual news and attention value to the firm's advertising, the Stanley C. Hanks Company concluded, but following this plan consistently should impress the public with the fact that this company is the company making the sales and hence the company with whom new listings should be made.

For more than a month this real estate organization has been using news of sales as the attention-getting portion of its

display advertising. A headline of the sale, a cut of the property involved and a brief story of the transaction head the firm's advertising. This is always followed by other listings, usually listings

## Dillon Buys Garage Site New Home For Nash Cars



Finding a garage site is not an easy task. It has taken months to choose this location. A careful survey of many possible sites was made with our satisfaction. Finally the north corner of East Washington avenue and Belmont street was selected. It is an especially commanding position. Purchase was made from C. F. Cady through us. The garage building will be 75x150 feet and one of the most imposing garage buildings in the city. It will be for the exclusive sale of Nash cars and for a general garage business.

### Other Desirable Sites

Other portions of the property are for sale by us. We represent it satisfactorily. It is especially adapted for garages, manufacturing and warehouse purposes. Site tracts are ready for site when required.

You may buy with or without siding.

This is a rapidly growing district. It is very desirable for business requiring larger areas than the usual retail store.

We are especially well equipped to advise on business sites and the various problems that enter into business for various classes of business, wholesale, retail and manufacturing.

What is your problem? Quote likely we can assist you.

## The Stanley C. Hanks Co.

208 First Central Bldg.

Bldg. 6920

THE NEWS OF SALES THAT NOW MAKES  
PAID COPY AND APPEARS AS THE ADVERTISER WANTS IT TO APPEAR

in the same section of the city where the property sold is located.

For example, this two-column headline tops an advertisement, "Major O. R. Brunzell Buys University Heights Home." Then follows a picture of the home purchased and this news story: "The seven-room home of Orin F. Niebuhr at 2113 Kendall avenue

has been sold to Major O. R. Brunzell of the Military Department of the University, who will take possession about September 1. The price was \$11,500 and the sale was made through the Hanks Company. The seller, Mr. Niebuhr, is with the Madison Battery & Service Company located at the corner of State, Johnson and Henry streets. The house is but a little over a year old and a very attractive home throughout."

Following this account of a University Heights sale comes other listings in the same section of the city under the head, "Other University Heights Homes For Sale."

The Hanks Company reports that since employing the plan of recording real estate transactions in display space, returns on the firm's newspaper advertising have been heavier than during any previous period, despite the fact that the plan was inaugurated during the summer lull, not the best season of the year for real estate brokers.

### Toledo Advertising Club Elects New Officers

The Toledo, O., Advertising Club at a recent meeting amended its constitution to conform with the recommendations of the Associated Advertising Clubs of the World and elected officers for the period to end July 1, 1924. Harry B. Kirtland, president of the Kirtland Company and president of the Mail Advertisers Service Association of North America, was elected president.

The other officers elected were: D. C. Sherman, vice-president; F. M. Willson, secretary of the Toledo Better Business Commission, secretary; Allen A. Smith, the La Salle & Koch Company, treasurer, and Charles Von Beseler, chairman of the board of directors.

### L. R. Collier to Lecture at Boston University

Leo Robert Collier, mail sales manager of the *Review of Reviews*, New York, has been appointed to the board of lectureship of the College of Business Administration of Boston University.

### Buys New York Business of Dunbar Molasses & Syrup Co.

The Dunbar Cane Products Corporation, New York, has bought the brands and good-will of the New York branch of the Dunbar Molasses & Syrup Company of New Orleans.

## Seekers of Export Business Referred to "Printers' Ink"

**P**REPAREDNESS and persistence as necessary requisites of the manufacturer seeking export trade were emphasized strongly in the address given by S. W. Dorman, vice-president and general manager of the Overseas Motor Service Corporation, New York, before the convention of the Motor and Accessory Manufacturers' Association at Boston last week.

"Once you start in the export business," said Mr. Dorman, in summarizing his remarks, "keep a concentrated effort on it. You are far better off. If you are going to take it up spasmodically, you will never get anywhere. It is only by slow and constant digging that export business is developed and it may take you a year to secure the confidence of the large companies to whom you want to sell.

"There have been so many manufacturers sending out export letters and then after the first or second letter forgotten all about it, that the export buyer has gotten into the habit of filing such letters and waiting to see if he hears from them again, and it is only by this method of follow-up that you instill confidence in the mind of the foreign buyer and he knows that you are out to get the business.

"In this connection I would suggest everyone interested in export, read the article on page 65, July 26 issue of **PRINTERS' INK**, entitled 'Export Service Step by Step,' and another article in the August issue of *Printers' Ink Monthly* entitled 'Starting Right in the Export Business.'"

### R. P. Shea Joins John T. Stanley Company

Robert P. Shea has been appointed advertising manager of the John T. Stanley Company, New York, manufacturer of Moba Auto Soap, Shofu Hand Cleanser, and other soap products. Mr. Shea has been with the Wales Advertising Company, New York, for the last five years.



## Giant Ads change *passers-by to buyers*

TAKE any magazine reader as an example. Through your advertisements he becomes interested in your product.

After reading one of those advertisements he decides to buy the article "at the first opportunity." Unless this prospect does promptly locate a store that handles your product, he will forget or lose interest.

A Giant Ad in the dealer's window stops him as he passes and tells him that here—at *this store*—he can buy that particular article. The exact likeness of the Giant Ad to the magazine advertisement which first aroused his interest reminds him of that advertisement and of the decision to buy which he formed when he read it.

### *The Giant Ad brings him in!*

Giant Ads have won their place on the schedules of many leading advertisers—both local and national. Let us tell you how they will fit in on *your* campaign.

Write for descriptive booklet, rate card and samples.

**NATIONAL PROCESS COMPANY, Inc.**

117 East 24th Street, New York

Mad. Sq. 3680

BOSTON  
80 Boylston Street  
Tel. South 3321

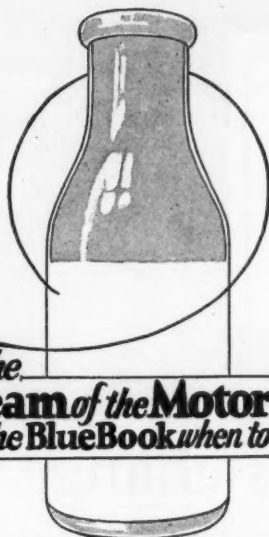
PHILADELPHIA  
1480 Chestnut Street  
Spruce 1173

PITTSBURGH  
225 Fifth Avenue  
Smithfield 1194

SAN FRANCISCO: Barker-Cline Co., Menadnock Bldg.

# GIANT ADS





*The*  
**Cream of the Motorists**  
*use the Blue Book when touring*

*No other publication devoted to the interest of motorists has over 100,000 wasteless car-owning circulation!*

Automobile Blue Book users are *tourists*—the class of motorists who use their cars most and consequently buy the most cars, accessories and supplies.

And the Blue Book price, \$3.00, guarantees 100% interested tourist readers who buy the best.

Blue Book deserves to head your list.

## Blue Book facts

The Blue Book gets more than a casual reading. Its instructions must be followed explicitly, if the tourist would avoid inconvenience, unnecessary expense and delays.

Saturday Evening Post advertising is constantly bringing new tourists into the Blue Book fold and adding to Blue Book prestige.

Blue Book road scouts are constantly on the roads, searching for important information that will make the Blue Book even more valuable.

The Blue Book has been the standard touring guide of America for 22 years.

"The Getting Ready for Your Tour" Section advises what accessories are required for a tour. Advertising space next to reading in this section is available.

# AUTOMOBILE BLUE BOOK

*"Standard Touring Guide of America"*

1036 W. Van Buren St., Chicago.

# Financial Advertising Services Adopt Standards of Practice

Annual Convention at Chicago in November Will Give Much Time to Discussion of Means for Practical Operation of New Code

**S**TANDARDS of practice to govern the relationship between financial advertising services and their clients have been adopted by the Association of Financial Advertising Services. The annual convention of this association, which is to be held at Chicago on November 13, 14 and 15, will be given over almost entirely to discussions of means for the practical operation of this code.

In adopting these standards the association made a general declaration of the reasons for such a code. This declaration, in part, and the standards of practice, read as follows:

"The financial institutions of the nation, numbering more than thirty thousand, appropriate annually many million dollars for advertising in its various forms. Wise spending of advertising appropriations therefore is a matter of no small importance to those institutions.

"Advertising to be as fruitful as possible of good results should be thoughtfully planned, economically and psychologically sound and able to meet the test of effectiveness.

"The existing confusion in the minds of many officers of financial institutions, encouraged as it is by certain purveyors of advertising schemes or stunts, results, admittedly, in a waste of sums which could and should be dedicated to educating the public in the greater use of the facilities of banks, trust companies and other financial institutions and to upbuild the financial resources of the nation. Because of this waste many banking institutions are deprived of profits which would accrue from a more intelligent use of their advertising appropriations; the public also is deprived of the information and inspiration it is entitled to receive

through sound and effective advertising methods.

"To the end that banks, trust companies and other financial institutions may be aided in discriminating between worthy and unworthy advertising mediums and methods, this association offers the following Code of Standards of Correct Practice:

## THE ASSOCIATION'S CODE

"Recognizing that results from meritorious publicity are cumulative rather than immediate, and that to gain notable results invariably requires time, well defined advertising policies should be arranged and pursued, not for limited periods, but for a cycle of years. By laying practicable plans accordingly, the advertising of a financial institution in the current year will bear fruit during subsequent years during which policies are sustained.

"We recommend that plans be carefully developed based upon intelligent analyses of conditions; that these plans be carefully coordinated; that isolated ventures be generally discontinued.

"We believe that properly conceived financial advertising should be informative, educational or inspirational; or a happy combination of all these attributes. It should be devised to bring banks and the public upon a footing of intimate acquaintance and of a feeling of interdependence; it should clarify banking aims in the public mind; it should promote financial efficiency, encourage consistent thrift, discountenance unsafe investment and offer the antidote for radicalism. Financial advertising which meets these tests cannot fail to encourage a broader use of the bank's services.

"We believe that studious effort should always be exerted to make financial advertising copy, in what-

ever medium used, of the highest order.

"We believe in the encouragement of fair and intelligent competition in the field of financial advertising service; in co-operating with all organizations interested directly or indirectly in the improvement of financial advertising.

"We believe in the protection of the originators of financial advertising plans, ideas and literature in their rights. We rest upon the accepted principles that, in general, copyright protects not only the actual text but the sequence of ideas, or the whole general effect; that paraphrasing is a direct infringement of copyright. We believe that not only the common law and the copyright law give the author a right in his production, but that decent business ethics demand that such right be respected.

"We believe that it requires preparation, training and experience to practice advertising successfully and that the expenditure of financial advertising appropriations should be entrusted only to concerns which can qualify upon the following points:

"(1) A background of training in the art of advertising together with a business viewpoint broadened by experience and contacts.

"(2) A record of actual, successful experience.

"(3) Ability to make an intelligent investigation of a financial institution's advertising conditions and business extension opportunities and to recommend and prepare a program of advertising.

"(4) A practical understanding of banking functions and of the fundamentals of banking relationships; also of the functions of trust companies when this field of endeavor is under consideration.

"(5) A responsible organization of capable counsellors, planners and writers.

"(6) Business responsibility which will stand back of the service sold to financial institutions and a sustained interest in the successful operation of the service which does not cease upon payment of the bills therefor."

## The Town Crier Still Exists

FILEY, YORKSHIRE, ENGLAND,  
Sept. 8, 1923.

Editor of PRINTERS' INK:

Is it of interest to your readers to know that the town crier still exists?

This day, in this little Yorkshire town, I was astonished to see and hear a man walking along the middle of the road ringing a bell and crying out, first, the news of a loss of £29 10s by a poor man, a local vendor of crabs and lobsters—reward offered; second, the announcement of a whist drive, and, third, the announcement of a traveling fair which is now at Filey. If the town crier had other news and announcements to communicate, I did not hear them, for he had passed me by.

A policeman told me that this town crier's services are frequently used in the summer season, when visitors are many.

I had thought that town criers were a thing of the past, and it rather thrilled me to discover that they continue to perform their ancient service.

JOHN C. KIRKWOOD.

## Prune Advertising Policy Changed

Continuous advertising, rather than a campaign of a few months' duration once or twice a year, is to be the future advertising policy of the California Prune and Apricot Growers' Association, San Jose, Cal., PRINTERS' INK is informed by A. M. Mortensen, general manager of the association. A six-week campaign on carton prunes is to be launched in New York territory about October 1, in addition to the general advertising plans.

## Changes Name to Woodall-Amesbury-Johnson, Inc.

Coincident with the purchase by Jean W. Johnson of an interest in the Woodall & Amesbury Advertising Agency, Minneapolis, Minn., the name of that firm has been changed to Woodall-Amesbury-Johnson, Inc. Mr. Johnson will have charge of the merchandising and plan department of the new organization. He was formerly with Critchfield & Company, Chicago advertising agency.

## Canned Food Account for Donovan-Armstrong

The advertising account of Alfred Lowry and Brother, Philadelphia, has been placed with Donovan-Armstrong, advertising agency of that city. Full-page newspaper space will be used to advertise Tartan Table Treats in Tins, a line of canned fruits, vegetables and fish.

W. G. Rambeau has joined the Indianapolis advertising staff of The Class Journal Company, New York.

## Cooking Thermometers Sold by Trade-Characters

IN order to make the subject of cooking thermometers an interesting one to women, the Wilder-Pike Thermometer Company, of Troy, N. Y., has created a number of trade-characters for its various thermometers which it manufactures for kitchen use. For candy thermometers, the character and trade-name of "Sally Sweet" was selected, and for those used

very popular with dealers, who find them useful and ornamental in window displays. This idea also has been instrumental in putting the company's products in the gift class of merchandise.

Although this company manufactures other types of thermometers the greater part of its advertising effort is devoted to stimulating consumer interest in its cooking thermometers and their trade-characters. For this purpose women's publications are used.

Direct-mail advertising also is used by the company, which has compiled a booklet entitled "Sally Sweet's Own Recipes." This contains a few selected recipes for candy making and includes a description of each thermometer of the cooking group and the purpose for which it is especially adapted.

The booklet has been featured in the Wilder-Pike company's consumer advertising and has resulted in a large number of requests for the booklet and for the names of dealers handling these thermometers.

## CRULLERS



Mrs.  
Spratt's  
Way

"You want to make 'em nice and crisp and brown like mine. Well, here's my secret—I use my Mrs. Spratt Thermometer—I cook my crullers in deep fat to 500° on a good hot fire. Jack can't get enough of 'em.

"Why don't you send for my little grandchild's booklet, 'Sally Sweet's Own Recipes'? It tells all about me and all my family." Write to Mrs. Spratt, care of

WILDER-PIKE THERMOMETER CO., Troy, N. Y.  
Makers of Accurate Thermometers since 1860

HOMELY COPY USED TO SELL NEW IDEA

in ovens, "Dora Oven." "Mrs. Spratt" was the name given to deep, fat, frying thermometers and "Wee Willie Wilder" was given jurisdiction over fireless-cooker and griddle-cake thermometers.

Special boxes have been prepared in which these instruments are packed. Each box has on its cover a sketch in colors of the character representing the thermometer enclosed, together with a catchy little jingle appropriate to the figure and the use of the thermometer.

The boxes have proved to be

## F. L. Cheek Heads Food Products Institute

Frank L. Cheek, vice-president, Cheek-Neal Coffee Company, Nashville, Tenn., was elected president of The Food Products Institute of America, Newark, N. J., succeeding Samuel Mueller of the C. F. Mueller Company, Jersey City, N. J. About thirty corporations of sixteen States comprise the membership of the institute. Its purpose is the conducting of educational campaigns, scientific researches and economic investigations for any corporation or trade association.

## F. L. Parks Joins "House & Garden"

Frank L. Parks has been appointed manager of the real estate mart of *House & Garden*, New York. Mr. Parks was formerly advertising manager of *Touchstone Magazine*, New York, and was at one time executive head of Parks & Weiss, New York advertising agency.

## Has Hannibal Pharmacal Account

The Hannibal Pharmacal Company, St. Louis, maker of "Neet," a depilatory, and "Immac," a cream deodorant, has placed its advertising in the hands of Brockland & Moore, Inc., advertising agency, also of that city.

# New milestones

## mark the road to

# B O S T O N



**S**OME advertisers never reach the Boston market. They start equipped with all the qualifications for success. But somewhere on the way they lose the road—the time and energy and money devoted to the preparation and the launching of a fine campaign secure indifferent results because they have been misdirected.

Yet the road to successful advertising in Metropolitan Boston is unusually easy to find and follow. The very fact that it is different marks it more clearly. The advertiser who studies Boston before his newspapers are selected sets foot at once upon this road; if his choice is guided by the knowledge gained, each dollar spent for advertising will bring the maximum return in business.

Study of Boston and its people will disclose two milestones which infallibly mark the way to profitable advertising in the Boston market. The first one is the fact that Boston's people are divided into two great groups. The second is that each Boston paper is built to reach one or the other of these groups—not both.

This phenomenon of a divided population has always marked Boston apart from other cities. From birth its citizens are so influenced by sentiment, association and environment that they inevitably become a part of one group or the other. And so different—so clearly marked are the preferences of the people in these two groups that no Boston newspaper can be so conducted as to satisfy both.

Complete coverage of the Boston market demands that both groups of Boston's people be effectively reached. Because the Herald-Traveler has no counterpart among all the Boston papers its circulation represents a market which no other paper can reach.

These are the facts that will direct you to successful advertising in Boston. To see the picture completely, to understand the value of the Herald-Traveler circulation as a potential market for your product send for the booklet, "The Road to Boston." It is furnished free upon receipt of a request on business stationery.



## BOSTON HERALD-TRAVELER

# Some Methods of Handling Underpaid Postage

There Is No Royal Road to Perfection, But There Are Some Workable Systems

By H. K. Sheridan

**B**OTH in domestic and foreign trade, underpaid postage continues to remain a problem. There can be no question as to the feelings of the recipient of a letter on which there is postage due.

The damage is all out of proportion to the offense, if the offense be taken at its smallest valuation—that of a few cents' investment added to the time investment of the reader. But there is nothing about underpaid postage to cause the recipient to be calmly philosophical. The inevitable reaction which is not to be underestimated may take one of several different forms of conscious thought on the part of the man or woman receiving a letter on which postage has not been fully prepaid.

Analysis of a small number of cases seems to indicate a decided sex difference. The average woman resents the payment of postage due, both from the standpoint of being called upon to pay a debt she has not contracted, and also because it causes her personal inconvenience all out of proportion to the importance of the message. The average man instinctively reacts along different lines. In the case of obviously circular matter, regardless of whether it is mailed under one-cent or two-cent stamp, he feels that there must be someone fairly high up who should have carefully weighed the letter before authorizing the circularization. If the letter is individually typed, the resentment seems, from my analysis, to grow in intensity with the size of the company which sent the letter. A business-man naturally expects larger business enterprises to have systems which will prevent underpayment of postage.

It is perhaps logical to argue

that business men today appreciate the fact that there is no known method of reaching perfection in the elimination of underpaid outgoing mail. To be sure, each good business man recognizes that the personal element is present and that, so long as the personal element is present, there will be mistakes. But it is human nature that even the man who is thoroughly cognizant of the errors of his own company in this direction, should be critically resentful of the failures of those who write to him but fail to stamp their mail properly.

## A METHOD BOUGHT WITH HARD EXPERIENCE

One Pennsylvania manufacturer with a large foreign trade has endeavored for years to eliminate entirely underpaid postage, both in domestic and foreign correspondence. But he has been driven to the conclusion that there is no one method or set of methods which can be applied with equal success to both export and home business. He has been driven to the further conclusion that the best he can do is to limit by rewards and penalties any falling from a standard of perfection, and thus he does come nearer, perhaps, to absolute perfection than many another large user of both domestic and foreign mails.

In the export field, before the envelope reaches the mail clerk it has passed through the hands of the export correspondence department and the stenographer, both of whom have distinct postage duties. The export department writes the rate of postage by a single figure in the upper right-hand corner of the envelope, using for this purpose a carefully prepared and always up-to-date postal

chart compiled for ready desk reference. A mounted duplicate of this chart is always before the eyes of the stenographer, together with an accurate postal scale. The stenographer, after making the enclosures, places the letter on the scale, which shows with minimum attention whether the letter takes the normal minimum amount of postage or is overweight.

If the letter proves by these scales to be overweight, the stenographer, with a red pencil, makes a cross through the figure made by the export correspondent. This red cross is a danger sign to the mailing clerks, and all letters bearing this red cross go to the assistant of the head of the mailing division, who is personally responsible for the affixing of the correct amount of postage.

In connection with outgoing domestic letters of this company, the correspondence division has no duties; but the stenographic department, through the assistant head stenographer, holds out all letters just before the stage of enclosure, when these seem either doubtful or certain to fall in the overweight class. Her scales definitely indicate the amount of postage, which she writes in green pencil in the upper right-hand corner of the envelope, making the mailing division responsible for affixing the proper amount of postage.

All domestic and foreign mail other than first-class involves no responsibilities on the part of the correspondence or stenographic departments, but is handled through a separate section of the mailing department, which is equipped with various automatic computing scales as part of the identification of this and also of the overweight mail previously mentioned. The one affixing the postage uses a small rubber stamp, inked with blue, which acknowledges his responsibility, and which is also recorded underneath the stamp.

In connection with the correction of errors, a New England manufacturer, also a leader in the export field, not only uses the

upper right-hand corner of the envelope to key the amount of postage and the one responsible for authorizing the amount of postage, but he also uses a system of penalties and rewards. In connection with the correspondence department a record is kept, not only of the output of each stenographer but also of each bookkeeper. Whenever a customer or prospective customer reports a case of underpaid postage, the management of this business sends a personally dictated letter enclosing a check for one dollar, in the case of domestic customers, and five dollars in the case of export customers.

#### A LETTER MORE IMPORTANT THAN THE ENCLOSURE

The letter apologizes for the annoyance caused by the error, which it frankly acknowledges, and asks that if the envelope has not been enclosed and has been saved, it be sent for checking up, describing the method of checking used. The enclosure of the check is pointed out not as payment for the annoyance, but as a penalty and a warning to those in the employ of the manufacturer, in order that all employees in any way connected with foreign postage shall realize that any mistakes they make in that connection are immediately costly to the company they represent.

This New England manufacturer budgets \$200 for prizes for correct handling of postage. All bookkeepers, stenographers and mail clerks who have no errors, participate with full shares in this \$200 fund. One mistake cuts the share in half. Two mistakes eliminates individually their participation in the prize; while a third and subsequent mistakes result in fines or dismissal.

#### Brush Account for Bloodhart- Soat Company

Harper's Brush Works, Fairfield, Ia., are using magazines to advertise a combination brush and also to obtain salesmen for the product. The advertising account has been placed with the Bloodhart-Soat Company, Omaha, Neb., advertising agency.



# Co-operative Advertising That Is Selling Books for Four Publishers

Appleton, Scribner, Doran and Doubleday Unite to Publish Advertising Book Which Helps Dealers Increase Sales

FOR years the business of publishing books stuck pretty generally to one plan of advertising which, while it undoubtedly has sold books (despite the witness of no less notable a person than Frank Swinnerton to the contrary), has suffered from the lack of something which the book publisher has usually been unable to discover.

Book advertising has been more of the reminder type than anything else. Perhaps it has suffered a little from that familiar disease, congestion of the superlatives, but most of all it has suffered because the advertisers have not used definite follow-ups in the form of dealer helps.

Within the last few years, however, publishers have been giving an increasing amount of attention to helping dealers move books by giving them definite helps, which have taken the form of window displays, special racks, store posters, etc.

Last year the George H. Doran Company published a book "When Winter Comes to Main Street," written by Grant Overton, in which it recognized the fact that people are often as much interested in authors as they are in books. The average reader seldom puts down a book without asking himself mentally, "I wonder what kind of man that fellow is? Who is he? Where does he live? What has he done? Why does he write this kind of a book?"

Doran sent out to answer that question a book that was lively and entertaining (two overworked words in describing books) and at the same time a good piece of advertising for Doran books and Doran authors. Over 40,000 of "When Winter Comes to Main Street" were printed and passed along to dealers, who gave them

to customers. The story of the book was described at the time in **PRINTERS' INK.**

This year the idea has been expanded in a new book by Grant Overton, "American Nights Entertainment." This is a real book with over 400 pages, printed on a good grade of book paper and bound in cloth. However, instead of it being published by Doran alone, D. Appleton and Company, Charles Scribner's Sons and Doubleday, Page & Company have joined with Doran and brought out the book under a joint imprint.

## WHAT THE BOOK OFFERS TO ITS READERS

"American Nights Entertainment" has some twenty-two chapters, fourteen of which are devoted to the work of some single author. Conrad, Galsworthy, Harold Bell Wright, Arthur Train, Donald Ogden Stewart, Zona Gale and Gene Stratton-Porter are some of the authors, and the mere mention of their names gives an idea of the diversity of material in the book. Sandwiched among the fourteen chapters on individual authors are some eight chapters on books in general, in which each book receives only a paragraph or two for itself. At the end of each chapter there is a longer list of current books from the four publishers' lists; at the end of those devoted to one author there are complete lists of the author's works and a partial bibliography.

The book as an advertising venture is notable for several things. First is the fact that despite its nature all its comments are by no means praise. Mr. Overton has had a wide experience as a book reviewer and has not hesitated in some instances to point out an author's faults as well as his ex-



cellences. The result is that each chapter is a carefully considered study of the author, a study that deserves the serious consideration of the reader. Because of this freedom from "blurbs," which are the bane of a thoughtful reader's existence, the book is sure to win its audiences. This is a point that can be noted with profit by other advertisers.

A second notable fact is that the book is one of few really serious attempts at co-operative advertising among book publishers. When four leading publishers get together to promote the work of all four there is an indication that perhaps the day is coming when we shall have an intelligent and forceful co-operative campaign conducted by publishers as a whole.

A third notable fact is that the dealers showed their support of the plan by ordering more than 60,000 of the first printing of 85,000 before they had seen more than a rough dummy.

The plan of distribution is simple. Six thousand copies were given out free; 2,000 to English professors, 1,000 to libraries, 1,000 to the trade, 1,700 to the members of the Authors League of America and the rest to lecturers and English publishers. In each complimentary volume was a card from the publishers.

The rest of the edition will be sold to dealers at a fixed price of twenty-five cents a copy, which does not approach the cost of publication. The dealer has the choice of charging his customers fifty cents for it or presenting it free. From the experiences of Doran with their former book it can be prophesied that most of the copies will be given away by the dealers.

To get the book into the hands of dealers the publishers prepared lists, and from these lists each house picked a list of dealers to whom its salesmen were to sell the book. In this way there was no conflict among the salesmen. For dealers not chosen in this way the first salesman to call got the order and salesmen who followed

were given the opportunity to better the order if they could. In some cases they were able to get an increase.

"American Nights Entertainment" does not represent an enormous appropriation, but it does represent a really constructive advertising idea in a field that has not been particularly famous for such ideas. It demonstrates again the value of following up regular magazine and newspaper advertising with something that will help the dealer make sales. Primarily the book is a dealer help. Incidentally, it is an excellent and interesting book about books.

### "Printers' Ink" Service Useful to British Manufacturer

J. C. ENO, LTD.

LONDON, Sept. 1, 1923.

Editor of PRINTERS' INK:

We thank you for your letter of the 16th ult. enclosing some of the lists of articles that have appeared in your PRINTERS' INK and *Printers' Ink Monthly*.

These will be of very great use to us and we shall look forward to seeing the other lists as they are compiled.

J. C. ENO, LTD.

### Col. R. R. McCormick to Address Gas Association

Colonel Robert R. McCormick, co-publisher of the *Chicago Tribune*, will speak before the annual convention of the American Gas Association, which is to be held at Atlantic City, October 15 to 19. Dwight N. Lewis, president of the National Association of Railway and Utilities Commissioners, and J. G. Jones, vice-president of the Alexander Hamilton Institute, New York, also will speak.

### Southern Campaign for Oil Heaters

Daily newspapers in the States of Georgia, Alabama, Florida and Mississippi are being used in a campaign on New Perfection oil cook stoves and Perfection heaters by the Standard Oil Company of Kentucky. This advertising is being handled by the Johnson-Dallis Company, Atlanta, Ga., advertising agency.

### W. C. Babcock with Ruthrauff & Ryan

W. C. Babcock, formerly with the George Batten Company, Inc., has joined the New York office of Ruthrauff & Ryan, Inc., advertising agency, as newspaper space buyer.

**P**HOENIX is the buying center for an empire of 350,000 people. The population of Phoenix does not make it a metropolis but its strategic geographic and commercial position does. There's Los Angeles 451 miles west and El Paso 342 miles east from Phoenix. That's a greater stretch than from New York to Cincinnati. It takes 24 hours of train travel to go from one place to the other.

In the center of this great inland, southwest empire is Phoenix, the "big city" to the people of the state of Arizona. As their shopping center, wholesale center, shipping center, supply center, educational center, social center, political center, railroad center and even their geographical center, Phoenix assumes a position of dominant importance with all the folks in this vast empire.

Hemmed in by the great distances of the southwest, the Arizona people find in Phoenix right in the heart of their state a metropolitan city filling all of their needs.

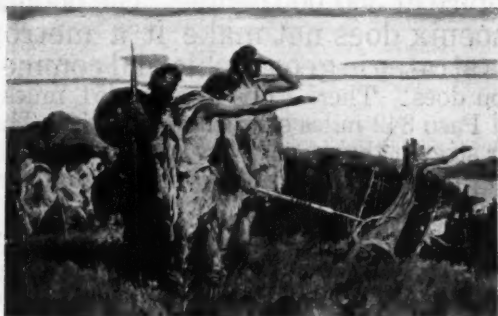
That's why Phoenix, a town of 40,000, looks, acts and does business like a city of a quarter million inhabitants,



## The Arizona Republican - Phoenix Arizona

This is a page from "A Little Book on a Big Market." A copy will be mailed you on request.

**NEW YORK**—Williams, Lawrence & Cresmer, Brunswick Building  
**CHICAGO**—Williams, Lawrence & Cresmer, Harris Trust Building  
**SAN FRANCISCO**—M. C. Mogensen & Co., Examiner Building  
**LOS ANGELES**—M. C. Mogensen & Co., Title-Insurance Building  
**SEATTLE, WASH.**—M. C. Mogensen & Co., Securities Building



Pacific Northern Advertising Campaign, Burlington Route, Great Northern, Northern Pacific

# Printers' Ink Monthly

October, 1923

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## *What this table of contents means to your business*

The table of contents is the portrait of a magazine. Just as the trained observer can discover the man in his portrait, so can the trained reader discover the magazine in its table of contents.

The table of contents of each issue of PRINTERS' INK MONTHLY is the portrait of a well-rounded magazine—a magazine that does not confine itself to one phase of advertising and selling activities, but uncovers for its readers and presents to them the latest developments in the whole field of advertising and selling.

No man who formulates sales and advertising policies can be successful if his knowledge of business is confined to his own job, his own company or his own industry. That is why PRINTERS' INK readers demand the things that they are getting in the PRINTERS' INK Publications.

Every issue of PRINTERS' INK MONTHLY contains more than twenty articles, each one of which is a careful, interesting discussion of some phase of advertising and selling. The table of contents on the opposite page is typical of past and future issues. Every issue goes into the problems that face the president, the vice president, the sales manager, the advertising manager and every executive who is interested in selling and advertising.

PRINTERS' INK MONTHLY is a vital unit in a complete service of sales and advertising help—the service offered by the PRINTERS' INK Publications.

*If you are looking for a magazine that will keep you in touch with the latest developments in advertising and selling, that does not confine itself to only one or two phases of the whole field, that will uncover successful ideas used in other businesses and interpret these ideas so that you can apply them to your own problems, you will find that magazine, as have so many other men who formulate sales and advertising policies, in PRINTERS' INK MONTHLY.*

## PRINTERS' INK MONTHLY

An Illustrated Magazine of Sales, Marketing and Advertising



*Eighth Coast  
Armory*

*Home of the  
1924 New York  
Auto Show*

## The Show Arouses Interest and Creates Desire—the Show Issue of MoToR Closes the Sale!

THE AUTO SHOW arouses interest and creates desire. But the crowds, the noise, the confusion of the Show do not make it easy to get the signature of the prospect on the dotted line.

An announcement in the Annual January Show and Reference Number of MoToR serves as a follow-up salesman—a closer. This big Annual goes into the homes of motorists and the offices of dealers, where, apart from the bustle of the Show itself, buying decisions are made.

A full-page in the Show Number of MoToR will continue to close sales long after the Show itself is over and all but forgotten.

# MOTOR

119 West 40th Street  
NEW YORK, N. Y.

E. H. McHugh, Business Manager

CHICAGO  
Hearst Bldg.

DETROIT  
Kresge Bldg.

# Aunt Matilda Learns Something about Advertising

How Advertising Benefits the Farmer's Wife

By Roy Dickinson

UP on the farm last week I had a debate about advertising with my Aunt Matilda, and I think I almost convinced her. The debate started because Aunt Matilda, the wife of my Uncle John, who has long been a farmer, is worried about the high prices that she has to pay in the city and some of the low prices they are getting for their farm products.

It seems that during the last trip down to the city one of the clerks in a department store told her that the reason she had to pay so much for some things was because of the great amount of money the firm spent advertising them. "I think it's a shame," said Aunt Matilda, "that we have to pay for all that advertising, and I think it sort of disgraceful that one of our own family should be connected with the business." This rather abrupt introduction led us nicely into our subject.

Now it is rather useless to talk to my Aunt Matilda about such things as mass production increasing the demand, to point out the advantages of standardization or to explain to her that advertising is nothing more or less than mass selling. These things go over my aunt's head.

One had to get down to specific instances with Aunt Matilda. She did think it was wonderful that Colgate could get out a tube of tooth-paste at 10 cents and that Pond's Vanishing Cream could be sold for the same price; that Shredded Wheat and corn flakes did not cost any more than they do, and I felt that we had made some progress toward a mutual understanding when she admitted that the price might be low because so many people buy those things.

"I can see how," she said, "companies can sell things cheaper if they sell a whole lot of them, be-

cause they can buy cheaper the things they use to make tooth-paste and creams. We found that out when a lot of us around here did some co-operative buying of fertilizer last year."

She was also easily convinced on the subject that telling people about these products might have something to do with their big sale and their consequent ability to buy raw material in large quantities. But the clerk had told her if all the money now being spent for advertising campaigns could be taken right off the price tags at the counter of the store the cost of living would be greatly brought down for her, and, therefore, she and her husband would be able to keep a whole lot more of the money they received for their farm products.

## SHE HEARS ABOUT CAMPBELL'S SOUP ADVERTISING

My Aunt Matilda buys Campbell's Soup. She gave up making her own from soup bones and stock some time ago. I asked her why. She remembers she paid 12 cents a can for Campbell's Soup. But having read Dr. Dorrance's interview in *Printers' Ink Monthly*, I was able to point out to her that when the Campbell company concentrated on soup, instead of being obliged to buy raw material for a line of 200 items or buy it in small quantities at uncertain prices, the company needed, after its concentration, to buy for only one item, soup, and to buy in large quantities at a uniform and lower price.

Then Aunt Matilda and I got together a list of thirty-four ingredients which go into Campbell's Soup. We figured up the cost of each one of them all the way from the pea, celery, and lima bean, down to the herbs, corn and

barley. Leaving out the coal my Aunt Matilda would have used, her time, and the fact that she might have spoiled one batch, we discovered that the meat alone in the soup would cost more than 9 cents and the total cost would have been nearer 52 cents than the present price of 12 cents.

This led us to talk upon another phase of advertising. Did the farmer get less for the ingredients?

Her nephew Fred, up on the shores of Lake Ontario, sells almost his entire output of tomatoes to the Curtice Bros. Company, maker of Blue Label Catsup. He has told her that he gets help from the company's men in growing the tomatoes, that they come around and take them from his place, relieving him of the trouble and expense of going to market and that they furnish him a good and steady market. It wasn't hard to explain to Aunt Matilda that advertising had something to do with this steady market for her nephew's tomatoes. I told her about the large tract in the State of New Jersey on which nothing could be raised apparently but sweet peppers and how that territory had been put to work, and because advertising helped the Campbell company build a big business, it has supplied a market for the whole pepper crop in that section, thus giving the farmers more money than they would have had without the advertising of this big customer of theirs.

At about this time I tried to make a point, but it didn't quite go over. It was, that since the Curtice company, the Campbell's Soup Company, and a great many other makers of food products paid the farmer a uniform price which he is able to count upon in advance, they act somewhat as sales agents for the farmer, and that the force of advertising for a big manufacturer is somewhat the same thing. It builds up for him a uniform demand which he is able also to count on in advance, just as her nephew was able to count on his price for tomatoes in advance, and, therefore, the factory was enabled to put in bet-

ter machinery, increase its production giving employment to more people and through its increased production reduce the price per article. This, as I say, Aunt Matilda wouldn't quite agree to.

I had to translate it to specific terms again. She and Uncle John are driving the millionth Buick, or near that number. We went over the price of that Buick and wondered how much it would have cost if just one had been made, or one hundred. She agreed to at least \$30,000 for making just one, and half that for a hundred.

#### SHE SEARCHES HER MEMORY

When she traced back in her memory to find just how their Buick came to Hickory Ridge and discovered that first catalogues were sent for in response to some farm paper and newspaper advertising, we made progress. They had bought a tractor through advertising also. She agreed that they couldn't have purchased a car or a tractor they never heard of, and we came almost to an agreement that the people who really paid for the advertising on the Buick and the tractor were the people she never heard of but whose product she might have bought. The ability to buy the raw material in large quantities was the thing she could see. Then we came to convenience.

The Delco-Light that lighted the farm and barn and helped the churning, the kitchen cabinet, the comfort shoes she wore, these had come to the farm through the pages of her favorite publications, and they had added to her comfort.

Thus advertising has been serving society in the person of my Aunt Matilda, not always in all these comfort cases, by reducing the cost of distribution, but by making distribution possible. Without the advertising of farm lights and the all-white bathroom they are putting in this month, and many of the other improvements on the farm, selling of them would have proved difficult if not impossible. If we grant that electricity on the farm and the other things that make my aunt's life

## For the First Time in Motion Picture History

If your motion picture doesn't get circulation you don't pay the bill! That's fair enough, isn't it?

That is the acid test of a distribution contract.

The best advertising film ever produced isn't worth the stock it is printed on except while it is being shown before the right kind of audiences.

That is why The Screen Companion carries the total investment for you, production, prints—everything, and bills you a small amount each time your picture is shown.

[In view of the importance of this announcement we are repeating it from *Printers' Ink*, issue of September 13th.]

## THE SCREEN COMPANION

A MAGAZINE ON THE SCREEN

DISTRIBUTED NATIONALLY TO  
NON-THEATRICAL AUDIENCES

TELEPHONE,  
GRAMERCY 2661

71 WEST 23rd STREET  
NEW YORK



# CANTON OHIO

Home of

The Timken Roller Bearing Co.  
The Hoover Suction Sweeper Co.  
The United Alloy Co.

A City of

## 94,000 Population

Value of Manufactured Products

### \$150,293,000.00

Covered by

## The Canton News

Member

*The NEWS LEAGUE, Dayton, Ohio*

*Member of A. B. C.*

Dayton (O.) News      Canton (O.) News  
Springfield (O.) News      Miami (Fla.) News-Metropolis

*National Representatives*

Chicago  
**I. A. KLEIN**  
76 W. Monroe St.

Pacific Coast  
**A. J. NORRIS HILL**  
Hearst Bldg., San Francisco

New York  
**I. A. KLEIN**  
50 E. 42nd St.

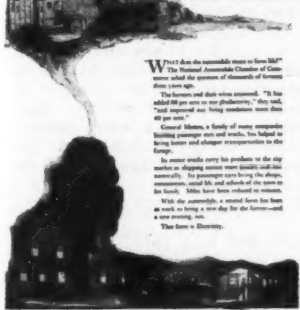
more worth living are good for her, then we must concede the economic value of the force that enables her to get them easily at the local dealers. These things I tried to tell her, and she told me they were using light in the hen house to increase the production

helped greatly" to bring better and cheaper transportation to the farmer.

Advertising didn't seem so disgraceful to my aunt as she thought over its help in making such things known and easier to sell. But when I talked about a fireless

## General Motors

By providing  
economical transportation



What does the automobile mean to farm life?  
The National Automobile Chamber of Commerce called the question of thousands of farmers from 1918 to 1921.

The farmers and their wives answered: "It has added 68 per cent to our production," they said, "and improved our living conditions more than 40 per cent."

General Motors, a leader of many companies building passenger cars and trucks, has helped to bring better and cheaper transportation to the farmer.

It can make every job easier in the big market or shipping season more quickly and efficiently. Its passenger cars bring the shops, restaurants, and life and comfort of the town to the family. Many have been released to return. With the automobile, a round farm has been as much as being a new day for the farmer—and a new evening, too.

The farm is freer.

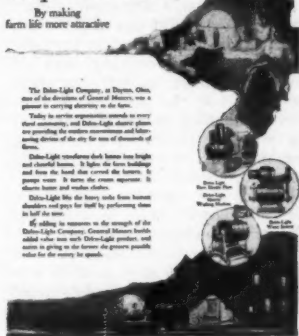
# GENERAL

Made of passenger cars and trucks

Buick • Cadillac • Chevrolet • Oldsmobile • Oakland • Oldsmobile • GMC Trucks

## helps the farm

By making  
farm life more attractive



The Delco-Light Company, of Dayton, Ohio, one of the divisions of General Motors, was a pioneer in carrying electricity to the farm.

Today its service organizations extend to every third community, and Delco-Light electric plants are providing the modern convenience and life-saving device of the city for the use of thousands of farms.

Delco-Light transforms dark barns into bright and cheerful homes. It lights the farm buildings and runs the hand that turned the lantern. It pumps water. It saves the cream separator. It electricifies barns and makes children.

Delco-Light like the heavy loads from human shoulders and pays for itself by performing these in half the time.

By adding to resources in the strength of the Delco-Light Company, General Motors builds solid value into each Delco-Light product, and saves in going to the farmer the greatest possible value for the money he spends.

# MOTORS

By Delco and Delco-Light electric plants, every one of them

which contribute to the work of many thousands of farms

THE ADVERTISEMENT I SHOWED MY AUNT MATILDA

of eggs. The idea had been advertised in her farm paper. They secured greater satisfaction from the Delco plant as a result of this advertised idea, and with the help of hens added to the country's billion-dollar egg and poultry production. It looked like two points for advertising.

There was an advertisement in a magazine that brought out other points for Delco, that it "frees the hand that carries the lantern. It pumps water, it turns the cream separator. It churns butter and washes clothes, lifts the heavy tasks from human shoulders and pays for itself by performing them in half the time." On the opposite page the advertisement told how, according to the expression of farmers and their wives the automobile had "added 68 per cent to their production and improved their living conditions more than 40 per cent," "that trucks had

cooker I hit a snag. The one I saw by the stove she had made for herself out of a butter tub, at the suggestion of a county home demonstrator.

"That spoils some of your argument. I made it, soap-stones and all, for a cost of less than \$3, and the cheapest one I saw in a store that looked good cost over \$20. So there." I didn't attempt to argue this point then, since she was proud of her home-made cooker—but more of that later.

On dry goods, where the clerk had told her that he had unadvertised goods of higher quality than the advertised at an equal price, I told her that the advertised product set the standard. The quality in some cases had been attained, in an effort to reach or surpass the known standard set by the advertised article. We added to that the chance any buyer took in purchasing the unknown, unbranded

product, in case it did prove inferior, and that few people would make the discovery of its quality without advertising if it was good.

An advertising expense of 2 or 3 per cent on the superior quality merchandise would be absorbed by more people buying it, by the saving of the salesman's time in selling, as customers called for the goods by name.

Her salesman's argument didn't seem such a valid one after that. The idea he tried to plant that she paid for the advertising was no more true than to tell her that she paid for the use of an improved machine in the factory. If she weren't paying for the big, new machine she would be paying more for *slower* hand labor.

I told my aunt in connection with the percentage idea in the advertising expenditure of dry goods, that the advertising expense for Campbell's Soups in 1898 was 14 per cent, but that it had dropped to less than 3 per cent in 1923, although the total amount expended had increased by hundreds of thousands of dollars—that the cost today of advertising a single can of Campbell's Soup to her was seventeen-one hundredths of one cent. It didn't seem like a large sum to her in a twelve-cent can of delicious soup, especially when it was considered that the twelve cents paid for the transportation to Oregon, if she happened to live there, the wages of the expert chef who cooked it, the expert buyers who secured the good raw material to guard her health, the label which protected her, the container, and all the other things until it arrived in her kitchen via the local store, ready to serve.

This accessibility of products that advertising made possible was another point we discussed. The yard or more of castile soap our grandmothers bought and sawed into cakes has been displaced by the dozen brands of nationally known toilet soaps on the nearest drug store shelf. The fact that our women folks can get the things they want for the house, the things that will add to their good looks, happiness and

convenience without too much trouble—by their being able to go to the nearest store with assurance that the known, advertised brand is carried as a matter of course—this fact surely is one of advertising's great services.

It has also come about that a certain amount of advertised articles have become the standard and expected equipment of every modern kitchen, bathroom and cellar, and advertising has been a motive to make these things continually better.

"So," as I told my aunt, "I can prove that advertising has been improving quality all along. A hundred examples of the fact could be named. A better camera is sold today at \$10 than \$25 bought thirty years ago—and it's so in many lines."

#### ADVERTISING AND WHISKERS

But the best part of our talk came last. We were talking about habits caused by advertising, and when we saw the Colgate advertisement poking good-natured fun at the hair mattress whiskers of a generation ago, she really enthused. "If the advertisements for safety-razors and shaving soap helped make the foolish whiskers disappear, then they did a big job and I'm thankful for it," said my aunt. She admitted also the great help advertised recipes, which showed her better ways of cooking and inexpensive methods of preparing desserts, had been to her, and she thought it a great service of the Corticelli silk people to advertise special dresses designed by Irene Castle, which my aunt and other women in all parts of the country could get at convenient stores. *There* was an idea which insured her being well dressed and thus mentally at ease without the necessity of traveling to the city to hire a dressmaker at a great expense. The advertisements of stylish clothes, dresses, shoes and the like had helped her and her daughters a whole lot, she told me.

On the tree, near the front gate, later in the afternoon, I saw a sign "Member of Dairyman's League." It gave me a

chance to talk advertising again on a different basis. We had often discussed co-operative marketing with advertising as an aid, to secure for the farmer better prices. A recent Department of Agriculture report they received at the farm stated that 4,925 farm organizations reported to the Department. It showed that several organizations do an annual business of millions of dollars, the crops handled ranging from cream to cranberries.

And now I discovered that Aunt Matilda was herself an advertiser—a part of an organization investing substantial sums to induce city people to drink more milk, to persuade them of the joys of iced chocolate with whipped cream on top. My aunt was part owner in a trade-marked can of Dairy-lea milk, which, in response to the advertising, I used on my cereal.

#### AUNT MATILDA AN ADVERTISER HERSELF

"See here," I said to Aunt Matilda, "you haven't played fair with me. You are a big advertiser. I saw recently in the newspaper the report of your advertising expenditure and the big results it is bringing in the way of more money to the members of the league. Sales during the year were more than \$82,000,000. That was a gain of more than \$20,000,000 over the year before. Think of it, advertising gave you milk farmers that much extra money this year over last. The president of the league said in a newspaper statement that the sales department of your league had opened up over 11,000 new accounts in New York City alone and that the results were obtained by an advertising and merchandising campaign. Your milk checks are getting bigger because you've advertised me and other consumers into using more milk. With your bigger milk checks you are buying an advertised bathtub and an advertised dress for Mary. I didn't pay any more for your milk which has your sign on it, and must therefore have all of your good people back of it, than I pay for other milk. Yet I know when you put that label on, none of

your league members would let a bad quality product represent you out there on grocery store shelves and in people's pantries. Your advertising is going to keep improving your product, and by assuring you of a steady market, the use of more milk by tired business men, pastry cooks and housewives, is going to bring you more money for the same milk you received less for before you advertised. I don't pay any more. It is exactly like the advertising of any other producer. Be consistent about the thing."

"Did you read about the contract for \$5,000,000 they gave that little four-year-old baby Peggy in the movies?" asked my Aunt Matilda, changing the subject. If I had called her an advertiser at the start of our discussion she would have been peeved, but now it didn't offend her a bit. The home-made fireless cooker which cost her less than three dollars was the only stumbling block left. The accessibility of other cookers, mass production of cookers with a consequent gradual lowering in price, these arguments I knew wouldn't go well. There was too much pride of craftsmanship involved. But the fireless cooker argument finally answered itself. I heard a debate out in the kitchen—almost tearful it was. Uncle John was being raked over the coals as the cause of the fireless cooker's failure to cook. "If you knew anything at all, you should know that you couldn't take out your lunch from the roast when I was away and then put it back. Of course it won't work if you treat it like that." Polite and cautious investigation revealed the fact that this was the third time something had happened to the home-made cooker which prevented its proper functioning. There was no "how to make it work" booklet prepared by a manufacturer as the result of long-time laboratory tests and no manufacturer to whom a letter of complaint could be written, no money back guarantee. But I didn't tell my Aunt Matilda that. I like to get invited up to the farm too well.

## District Advertising Convention at Davenport, Ia.

THE Midwest Business Congress and the convention of the ninth district of the Associated Advertising Clubs of the World met at the Hotel Blackhawk, Davenport, Ia., in joint sessions last week.

Lou Holland, president, Associated Advertising Clubs of the World, addressed the opening session on "The Growth of Organized Advertising." Mr. Holland traced the growth of his organization to its present importance in American business, and paid a tribute to the advertising manager.

Andrew N. Fox, of Chas. H. Eddy Co., Inc., Chicago, spoke on "Business Building through Advertising," at the morning session. Carl Hunt, general manager, Associated Advertising Clubs of the World, speaking at a noon luncheon, advised business men to know the customers' point of view to make their advertising pull customers.

Speakers at the first afternoon session were: Earl Pearson, educational director of the Associated Advertising Clubs of the World; Homer T. Buckley, president, Buckley-Dement Company, Chicago, and Congressman John Clark Ketcham, of Michigan.

The principal address of the convention was made at a dinner in the evening of the first day by E. T. Meredith, of the Meredith Publications, Des Moines, and a former Secretary of Agriculture of the United States. Speaking on "Agricultural Conditions—Their Cause and Effect," Mr. Meredith endeavored to prove that agriculture is absolutely controlling every business in the United States, and that the income of agriculture, and consequently its support of business, is regular and not spotted throughout the year. In tracing all dollars back to the soil, he pointed out opportunities whereby the prosperity that comes through agriculture

may be made personal to everyone.

Addresses at the morning and afternoon sessions of the second day included: "The Importance of Transportation in the Distribution of Domestic Commerce," by Irving J. Paul, chief of the Domestic Commerce Division, Washington, D.C.; "Advertising as a National Asset," by Mel J. Taylor, president, First Trust & Savings Bank, Chicago, and president, Illinois Bankers' Association; "Reducing Retail Sales Resistance," by John Benson, president, Benson, Gamble & Crowell, Chicago, and president, American Association of Advertising Agencies of America; "Business Since the Armistice," by H. C. Fraser, Lord & Thomas, Chicago; "Merchandising Your Advertising," by Ralph Rosenthal, vice-president, Chas. F. W. Nichols Co., Chicago; "Analysis of Business Conditions," by Charles Coolidge Parlin, head of the commercial research department, Curtis Publishing Company, Philadelphia, and "Making Your Advertising Pay Dividends," by J. H. De Wild, Ely Walker Co., St. Louis, Mo.

District officers elected to hold office until the next annual convention which will be held at Washington, Ia., are: President, Victor G. Martin, advertising manager, Davenport *Democrat and Leader*; first vice-president, Joe Falk, Washington, Ia.; second vice-president, Graham Stuart, Des Moines, and secretary-treasurer, Edward F. Voss, Voss Manufacturing Co., Davenport.

## Trade Paper Campaign for "Snownut" Nut Products

A campaign in wholesale grocery trade publications is planned by the Livingston Snow Company, Quitman, Ga., on its peanut butter for which application for registration of the trademark, "Snownut," recently was made.

The company also plans to advertise its shelled pecans in trade publications in the East and Middle West. Publications reaching retail grocers, candy manufacturers and hotel and steamship purchasing agents will be used.

"Snownut" salted peanuts will be advertised in a trade publication campaign to be conducted in Georgia, Florida and Alabama.



## —and going up!

For October it will be 30,000 or more *fully paid*—and succeeding months will show appreciable increases.

Nothing spectacular about this growth—because only a limited number of automobile owners take sufficient personal interest in motoring to *pay* for a magazine devoted *wholly* to *their* interests.

But, those who do form the most responsive and quickest-to-act audience of *prospects* for any automotive product of quality it is possible to get. This is the audience you reach through *Motor Life*—*without waste*.

The net paid average for the next twelve months will be 35,000-40,000—with an advertising rate based, for the time being, on only 25,000.

# Motor Life

1056 W. Van Buren St., *Chicago*  
25 W. 45th. St., *New York* - 3050 E. Grand Blvd., *Detroit*

# At Last!

## A Furnace Oil-Burner Every Family Can Afford

**N**O WONDER American families have welcomed this amazing invention that has revolutionized home heating. Every householder has long realized the wonderful convenience and economy of burning oil. And now this new fuel has been made available for every home at a new, low price.

### Two Times The Heat of Coal

Mr. B. M. Oliver, the well-known heating expert, has perfected a simple mechanical device which combines 95% air with 5% oil, the cheapest fuel there is. The result is a perfect fuel gas that burns with an intense, clean flame in any size or type of Stove, Range or Furnace—giving two times the heat of coal.

### No Expensive Equipment

This simple device, without noisy motors, without electrical connections, without any moving parts—converts any furnace into an automatic heating plant. Maintains a steady, even temperature in coldest weather. Quickly installed without change to your furnace. *Absolutely safe. Lasts a lifetime.*

### Perfect Heating Guaranteed

The performance of the new Oliver Burner has been so thoroughly tested and proved in over 150,000 homes that Mr. Oliver gives everyone the opportunity of using his invention under an extraordinary guarantee of complete satisfaction.

### Low Introductory Offer

Find out now how you can be freed forever from dirt, drudgery and expense of coal fires. Tear out, fill in and mail the coupon for full description and low price. By mailing coupon at once



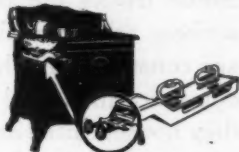
*The Oliver burner fits all hot water, hot air or steam furnaces as well as all types of coal or wood ranges and heating stoves. Quickly and easily installed without change. No noisy motors, no electrical connections, no moving parts.*

you will be entitled to the low introductory price offer whether you buy now or later.



## \$5,000 to \$25,000 a Year for Distributors

An enormous and established demand for this amazing new Furnace Burner provides an extraordinary opportunity for distributors to handle a large volume of business yielding an extraordinarily attractive income. Now as never before is the demand for an efficient oil burner nation-wide. And this timely invention, low in cost—possessing striking features that make it desirable over old types of burners—so universal in its efficiency that it is now in use in over 150,000 large and small homes—fills the need so exactly that at many times during the past few months even enormous production has been unable to keep up with the demand. Men with selling organizations can earn \$10,000 to \$50,000 or more per year. Individual earnings have run as high as \$1,000 per month in many instances. Write or wire at once for details or appointment. Address me personally, B. M. Oliver, President, at address below.



The Oliver burner makes any range a gas stove—heats and cooks at a simple turn of valve.



Sizes to fit all heating stoves, give warm rooms at once—no waiting for fire to come up.

# OLIVER OIL-GAS BURNER

"Oldest and Largest Manufacturers of Oil-Gas Burners in the World"  
529 Oliver Bldg. St. Louis, Mo.

CANADIAN DISTRIBUTORS: 529 Oliver Building, Toronto, Ont.

OLIVER OIL-GAS BURNER CO.,  
529 Oliver Building, St. Louis, Mo.

Send me your FREE book, "New Kind of Heat," and special Low Price Introductory Offer. I am interested in a burner for a

Coal ( ) Range Heating ( ) Stove ( ) ..... Furnace (Specify steam, hot air or hot water)

Name.....

Address.....

City.....County.....State.....

Note: I am interested in your sales and distribution plan. Please tell me how I can get an Oliver Exclusive Territory Franchise, and send full details.



# All "Class"

¶ THE ROTARIAN is sometimes referred to as a "Class Magazine" and, while it is in reality rated as a magazine of "general circulation," it is essentially a "Class Magazine" in that its circulation is all CLASS—being composed, as it is, of the leading business and professional men of more than 1500 busy communities—representing every line of human endeavor. It, therefore, covers a very intensive, highly-developed buying power field.

¶ The circulation of THE ROTARIAN is practically 100% automobile ownership. Many thousands of motor trucks are owned and operated by its subscribers and, probably, 500,000 typewriters. They are constantly in the market for every character of domestic, industrial and commercial commodities—they house, clothe and feed more than 300,000 people—not to mention their business needs.

¶ 90,000 real fellows, who disburse millions of dollars annually, patronize the advertisers of

## THE ROTARIAN

The Magazine of Service

Eastern Representatives  
Constantine & Jackson  
7 West 16th St., New York

CHICAGO

Mid-West Representatives  
Wheeler & Northrup  
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

*Published Monthly by Rotary International*

*Member Audit Bureau of Circulations*

THE DISTRIBUTION MOVEMENT AS INDICATED BY INDEX NUMBERS  
DATA FROM GOVERNMENT AND NON-GOVERNMENT SOURCES<sup>1</sup>  
[Base year in bold-face type]

YEAR AND MONTH	THEATRES	CANDY	POSTAL RECEIPTS Relative to 1919	ADVERTISING	
	Taxes on admis- sions <sup>2</sup>	Sales by manufac- turers <sup>3</sup>		Maga- zine <sup>4</sup> Relative to 1913	Newspaper <sup>5</sup> Relative to 1919
	Relative to 1920			INDEX NUMBERS	
1913 monthly average.....	...	...	...	100	...
1914 monthly average.....	...	...	...	95	...
1915 monthly average.....	...	...	...	94	...
1916 monthly average.....	...	...	...	116	...
1917 monthly average.....	...	...	80	122	75
1918 monthly average.....	...	...	93	110	73
1919 monthly average.....	75	94	100	154	100
1920 monthly average.....	100	100	113	188	114
1921 monthly average.....	95	70	113	121	103
1922 monthly average.....	77	77	124	129	108
1921					
June .....	102	62	107	129	104
July .....	80	57	95	103	87
August .....	82	50	105	90	85
September .....	84	48	111	108	100
October .....	89	68	118	120	117
November .....	97	82	119	124	112
December .....	92	100	145	116	113
1922					
January .....	89	132	114	91	102
February .....	81	91	111	113	90
March .....	87	64	132	124	112
April .....	75	58	121	140	117
May .....	80	62	122	150	116
June .....	77	57	121	134	108
July .....	64	55	106	110	93
August .....	65	59	116	102	92
September .....	66	63	124	121	105
October .....	74	86	135	156	126
November .....	76	86	135	153	120
December .....	94	110	159	148	120
1923					
January .....	93	101	136	114	108
February .....	81	81	126	141	100
March .....	92	82	152	164	125
April .....	83	78	133	188	130
May .....	91	78	135	185	131
June .....	...	...	129	172	117
July .....	...	...	115	141	100
August .....	...	...	...	123	...

<sup>1</sup>Internal revenue taxes on admissions to theatres, cabarets, etc., and candy sales from U. S. Treasury Department, Bureau of Internal Revenue; postal receipts in 50 selected cities and quarterly data on second-class mail and money orders, from U. S. Post Office Department; magazine advertising as reported by PRINTERS' INK; newspaper advertising compiled by New York Evening Post.

<sup>2</sup>Data represent internal revenue taxes collected under the revenue acts of 1918 and 1921. For taxes on theatre and cabaret admissions the rate of tax under the act of 1921 (represented by data for 1922) is "1 cent for each 10 cents or fraction thereof of the amount paid for admission," payable by the person paying such admission, except "where the amount paid for admission is 10 cents or less, no tax shall be paid." The act of 1918 provided for the same rate of taxation but allowed no exceptions and, hence, the data for 1922 are not quite as comprehensive as the earlier data. However, the variance is not such as will not allow comparison.

<sup>3</sup>Computed on the basis of a 5 per cent excise tax prior to January, 1922, and since January, 1922, on the basis of a 3 per cent tax (revenue act of 1918 superseded by revenue act of 1921). This column thus represents actual value of sales, not the taxes paid on sales.

<sup>4</sup>These figures represent the number of lines of advertising carried by the leading magazines dated for the month noted.

<sup>5</sup>Compiled from 22 identical cities: New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, New Orleans, Minneapolis, Indianapolis, Columbus, Louisville, St. Paul, Birmingham, and Houston. For the years 1916 to 1918 no reports were available for Boston, Louisville, Houston, and Columbus. The totals for those years were computed from the actual reports of the 18 other cities, allowing 13.85 per cent of the total to the four missing cities, the average ratio of those cities to the total in the subsequent years.

<sup>6</sup>Six months' average, July to December, inclusive.

From the "Survey of Current Business," published by the United States Department of Commerce.

# Two Hundred and Fifty Articles on Topics of Timely Interest to Sales Executives

A Bibliography Specially Compiled to Aid Manufacturers in the Solution of Their Sales Problems

NATIONAL ASSOCIATION OF SALES MANAGERS

NEW YORK, Sept. 1, 1923.

Editor of *PRINTERS' INK*:

I notice that you publish from time to time lists of campaign stories that appear in *PRINTERS' INK* and *Printers' Ink Monthly*. It occurred to me that a similar list, referring to articles on sales topics of timely interest, would be particularly valuable at this moment.

The bibliography could cover such subjects as: the guarantee as a sales factor; sales quotas; the underlying causes for returned goods and cancellations; handling salesmen's expenses; the benefits and disadvantages of exclusive agencies; automobiles for salesmen; instalment, trial and consignment selling; sales contests, etc. However, I need not list the various topics since you maintain a close enough contact with business interests in all lines to know what sales executives are most interested in.

I know such a compilation would be exceedingly valuable and I hope you will see your way clear to preparing it in the near future.

NATIONAL ASS'N OF SALES MANAGERS,  
CHAS. F. ABBOTT,  
President.

WE are glad to give Mr. Abbot the compilation for which he asks. There are several articles dealing directly with sales subjects in every issue of *PRINTERS' INK* and of *Printers' Ink Monthly*. There are several more dealing indirectly with selling. In fact we have come to regard almost every business article as a sales article. Advertising is so intimately bound up with selling that the two cannot be divorced. And selling, itself, is so interwoven with business, as a whole, that both advertising and selling must be regarded as part of the warp and woof of the fabric of commerce.

*PRINTERS' INK* recognized this intimacy between all the departments of business many years ago. For this reason comparatively few of our articles deal exclusively with the technique of advertising. Our so-called advertising stories

show the relationship between advertising and business. They often point out that advertising cannot stand apart from commerce and that good advertising management is nothing more than capable business management.

What we have just said about how closely all branches of business are bound together is now generally conceded. This was not always true, however. The time was when *PRINTERS' INK* had to justify its frequent editorial excursions into channels of business activity that to the casual observer did not seem to concern advertising. For instance, when we published our exhaustive series on chain stores in 1914, many could not see what the chains had to do with advertising. The series, however, soon proved that the chain-store question is strictly of advertising interest. Today there isn't anyone who doubts its bearing on advertising. Likewise when we tackled the question of retailers handling side-lines, it appeared to be far removed from the advertising arena. Today there are actually dozens of important advertisers who are greatly dependent on the side-line distributor.

Fifteen years ago, *PRINTERS' INK* scented the coming importance of associations and of the part they would play in advertising. Since that time we have published many hundred articles on association activities. No important development takes place in this field that is not promptly chronicled in *PRINTERS' INK*.

A few weeks ago we received an irate letter from the manager of a farmers' buying exchange, asking us why we had not recognized the co-operative buying movement among farmers. It was our pleasure to send this man a list of

# To sell in MINNEAPOLIS and the Northwest

For the National advertiser the Northwest is one of the most attractive merchandising zones in the country.

With a greater potential wealth than any other agricultural area of similar size and with its products shipped and its wants supplied through Minneapolis, the problem of sales and distribution is solved by the selection of the proper advertising mediums.

# The Tribune

is a complete newspaper, combining in morning, evening and Sunday editions, the greatest daily and Sunday circulation in Minneapolis and the Northwest. The Tribune leads in National, Financial and Classified advertising.

*To sell in Minneapolis and the Northwest it is necessary to use*

# The Minneapolis Tribune

**GUY S. OSBORN, Inc.**

**1302 Tribune Building, Chicago**

Detroit Office:  
Ford Building

St. Louis Office:  
Globe Democrat Building

**DISTRICT REPRESENTATIVES**

# Truth

Established 1898

412 Eighth Avenue

New York City, N. Y.

## LOYALTY

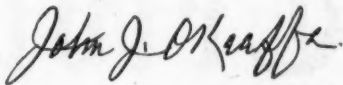
A Catholic's loyalty to his Church is a thing which cannot be measured in terms of earthly loyalties; though it inspires earthly loyalties. That being so, the loyalty of a Catholic to a paper or magazine which represents his Church is something quite apart from the attitude of mind with which people regard secular periodicals.

Catholics feel a peculiar sense of obligation toward those advertisers who assist their papers by their patronage.

A Catholic is rarely found wanting in gratitude. If he feels that you have done his paper a good turn, there is no limit to the trouble he will take to forward your interests—on the principle that one good turn deserves another.

TRUTH MAGAZINE has been a member of the Audit Bureau of Circulations seven consecutive years.

TRUTH MAGAZINE goes to press on the 10th of each month. Copy received up to October 10th will be in time for insertion in the November number.



President.

**EDWARD P. BOYCE**

Eastern Advertising Office  
706 Emmet Building  
New York, N. Y.

**JOSEPH P. SHEILS**

Western Advertising Office  
906 Boyce Building  
Chicago, Ill.

references, proving that the PRINTERS' INK Publications have repeatedly recognized this movement. In fact we had described the methods and policies of this man's own Exchange. The incident typifies the unbelievably wide range of PRINTERS' INK's editorial scope.

There is much crying going on about the plight of the wheat farmer. Long ago PRINTERS' INK published a series of articles on "The Advertising Significance of Diversified Farming," in which it was shown that for years the tendency has been overwhelmingly away from the one-crop farm system. Back in 1919 we showed that the county agent is advertising's ally in the farm market. Likewise we were quick to recognize the growing influence of the Government's Home Demonstration Agents. Today every well-informed person understands that county agents and demonstration agents have an influential bearing on marketing.

As to strictly sales subjects: They have been given prominence in PRINTERS' INK's editorial contents from the very week it was founded, back in 1888. There has not been an important development in a generation in such selling topics as salesmen's compensation, routing, bonuses, analysis and division of territories, sales quotas, hiring and stimulating of salesmen, exclusive agencies, instalment selling, consignment selling, sales contests and dozens of other similar topics, that has not been immediately recorded in PRINTERS' INK and *Printers' Ink Monthly*.

We publish considerably more than a hundred articles a month. At least 75 per cent of these bear directly on the selling side of business and the rest have at least selling significance. It is our custom to develop a subject exhaustively as soon as it first becomes important. Then all future developments are treated, particularly from the standpoint of specific, new angles, as fast as they come.

We are writing this not in a spirit of braggadocio, but because we believe our readers are inter-



## "PUNCH"

*"The Foremost Humorous  
Journal of the World"*

**Offers the finest "Quality" Circulation available for the advertising of High-Class Goods and Service in Great Britain.**

**This "Quality" Circulation is naturally in great demand and, because of the limit placed on the amount of advertising carried in each issue, it is impossible to accommodate a very large proportion of the business offered each year.**

**Many American Advertisers have already made sure of the space they will require in 1924. For those who have not, immediate action is advisable.**

*Rates and full particulars  
from*

**MARION JEAN LYON**  
Advertisement Manager "PUNCH"  
10, Bouverie Street,  
LONDON, E.C.4, Eng.

## Cumulative Value Extraordinary

The cumulative value of repeated advertisements is, in a measure, lost in periodicals sold on newsstands owing to constantly changing readership. Full cumulative value is obtained in *The Messenger of the Sacred Heart* owing to its mail subscriptions—consecutive reading—a rare feature.

Our circulation in excess of 300,000 copies monthly is entirely paid in advance subscriptions—no newsstand sales; and it is voluntary—not forced—because no agents or canvassers are employed. No wonder we often lead the other nationals in results!

Women readers; big secondary circulation; highest appeal; the huge Catholic institution trade and large families covered.

*Our big new plant produces the best in two, three and four color work. Our two color inside advertising pages priced only a little above black and white.*

**300,000 Guaranteed**  
(No Canvassers Employed)

**Messenger of the Sacred Heart**

**"Heart and Soul Appeal"**

John A. Murray, Adv. Manager  
154 Nassau St., New York City

ested in being occasionally told how the *PRINTERS' INK* Publications are edited. We are writing it, furthermore, because we are constantly publishing bibliographies of our articles and we are anxious to have our readers make full use of this service, for which no charge is made. From time to time bibliographies will be published on almost every conceivable business subject that has been covered in *PRINTERS' INK*. We are glad to have our readers not only use these bibliographies, but also to have them ask us to compile bibliographies on any selling, advertising, marketing or other business subject in which they may be interested.

It was necessary, in preparing the list that follows, to refrain from any attempt to make the bibliographies on the various subjects entirely complete. Otherwise the compilation would have run to many times its present size. For example, only ten articles are listed under the caption: "Co-operative Buying." These represent just one-third of the references on that topic in *PRINTERS' INK* and *Printers' Ink Monthly*. A similar condition holds true with practically all of the other subject classifications.

It will be noticed that the last article in a number of the subject groups contains a list of previous references on the topic referred to. Where this does not occur, the Research Department has prepared typewritten bibliographies supplying the additional articles which space limitations prohibited listing. These compilations will be furnished gladly on request.  
—[Ed. *PRINTERS' INK*.

### Sales Conventions

A Sales Convention That Lasts for Twelve Months. July, 1923 (Monthly), p. 43.

A Sales Convention Conducted Entirely through the Mails. March, 1923 (Monthly), p. 44.

What Makes the Successful Sales Convention? Nov., 1922 (Monthly), p. 61.

Teaching Salesmen to Teach Dealers How to Sell. Sept., 1922 (Monthly), p. 100.

Weekly Sales Meetings Make These Men Sell. March, 1922 (Monthly), p. 27.

The Sales Convention Goes to the Salesmen. March, 1922 (Monthly), p. 21.

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# Color

*Attracts Attention*

*Adds Realism*

*Creates Desire*

*Stimulates Sales*

The use of color in dressing your products and sales literature will act as a sales stimulant.

Complementary colors properly used inspire confidence and create a desire to buy, even though they are placed on the same shelf with the goods of your competitor.

**We specialize in**

**Booklets, Folders, Inserts, Catalog Covers,  
Hangers, Counter Displays, Cartons,  
Labels, Pamphlets, Car Cards, etc.**

A representative from our office nearest you will be glad to call and discuss your problems and offer suggestions without obligating you.

May we serve you?

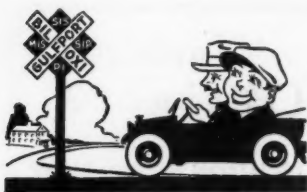
**KARLE LITHOGRAPHIC CO.**

**Offices and Plant  
Rochester, N. Y.**

**New York: 512 Fifth Avenue  
Chicago: 130 N. Wells Street**

**Boston: 7 Water Street  
Philadelphia: Fidelity Mutual Bldg.**





## THIS IS THE ROAD

This is the road to a market that teems with selling possibilities for everything prosperous and progressive people need and use.

A road extending the full length of the beautiful Mississippi Gulf Coast; a road linking a half dozen busy and comfortable commercial and resort cities and towns. A road with more than four thousand families of more than ordinary buying power; made into a compact, easily and thoroughly covered market by means of the one newspaper that serves the entire section equally well—The Daily Herald.

National advertisers recognize the merit of the market and the merit of the medium by having placed with the latter so far in 1923, 50% more business than one year ago.

May we give you further information?

## THE DAILY HERALD

Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

# STANDARD REMEDIES

## Moves to WASHINGTON, D. C.

"Standard Remedies," leading business paper of the Proprietary Industry, announces the removal of its offices from 440 S. Dearborn, Chicago, to

### 423 STAR BUILDING Washington, D. C.

This will permit closer contact with legislative bodies which are an important factor in the industry. This means greater reader interest. Which, in turn, means greater advertising value.

### STANDARD REMEDIES PUBLISHING CO.

Star Building, Washington, D. C.

Represented by

Max I. Barth

171 Madison Ave., New York

G. H. Dirhold

1341 Syndicate Trust Bldg., St. Louis

Jos. Esler

Bookery Bldg., Chicago

I. C. Breed

P. O. Box 4, Upham Branch, Boston

Smoothing Out the Salesman's Temperamental Kinks. April 19, 1923, p. 33.  
Should Business Pow-wows Be Limited? April 5, 1923, p. 161.

Winning Kinks in Sales Conventions. March 8, 1923, p. 115.

Cashing In on Convention Mistakes. January 18, 1923, p. 57.

Demonstrating a New Product at Salesmen's Convention. July 20, 1922, p. 89.

Bringing Belasco to the Sales Convention. July 20, 1922, p. 61.

Sales Policies That Brought Our Business through the Slump. Dec. 15, 1921, p. 3.

When Advertising Comes Up at the Salesmen's Convention. Nov. 3, 1921, p. 133.

Are Sales Conventions Unnecessary? Oct. 13, 1921, p. 176.

The Outdoor Sales Convention. Sept., 1921 (Monthly), p. 35.

Managing a Sales Convention. April 7, 1921, p. 162. (This article contains a list of twenty-seven previous references on this subject.)

### Salesmen and Advertising

Making It Easy for Salesmen to Merchandise Advertising. April, 1923 (Monthly), p. 43.

A Sales Canvass That Blocks the Prospects' Interruptions. March, 1923 (Monthly), p. 33.

Exhibition That Sells Whole Organization on Advertising. Jan., 1923 (Monthly), p. 78.

An Emergency Portfolio Idea That Helped Put Over an Advertising Campaign. Sept., 1922 (Monthly), p. 84.

Salesmen Who Help the Advertising Department. April, 1922 (Monthly), p. 37.

These Charts Help Salesmen Explain Advertising to Dealers. Feb., 1922 (Monthly), p. 19.

How Salesmen Can Be Induced to Tighten Up on Their Slack Time. Aug. 16, 1923, p. 73.

Advertising Portfolios for the Sales Force. Feb. 22, 1923, p. 8.

Keeping the Salesman's Interest in the Advertising Alive. Oct. 12, 1922, p. 17.

Getting the Buyer's Interest in the First Thirty Seconds. May 18, 1922, p. 3.

How the Sales Force Assists in Formulating Our Advertising Policy. June 1, 1922, p. 3.

Manufacturer Signs Up Dealers for Newspaper Advertising. March 23, 1922, p. 117.

How an Elastic Advertising Pattern Can Help the Salesmen. Feb. 16, 1922, p. 41.

Help from the Branch Manager for the Advertising Department. Dec. 8, 1921, p. 126.

Sales Education Methods of the American Radiator Co. July 21, 1921, p. 101.

Salesmen and Advertising Work Best as a Team. May 12, 1921, p. 77.

How, Today, Should Salesmen Talk Advertising? March 3, 1921, p. 3.

How the Advertising Manager Sold the Salesman. Feb. 24, 1921, p. 73.

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Not on Speaking Terms. Jan. 13, 1921, p. 145. (This article contains a list of forty-five previous references on this subject.)

### Advertising Portfolios

An Advertising Portfolio That Really Reflects the Product. May, 1923 (Monthly), p. 42.

Making It Easy for Salesmen to Merchandise Advertising. April, 1923 (Monthly), p. 43.

Should the Advertising Portfolio Be Limited to Advertising? Aug. 30, 1923, p. 25.

Advertising Portfolios for the Sales Force. Feb., 22, 1923, p. 8. (This article contains a list of fourteen previous references on this subject.)

### Bonuses for Dealer Clerks

How Important Are "Store Demonstrations" and "Special Commissions to Clerks"? March 22, 1923, p. 148.

Bonuses to Retail Clerks. Nov. 16, 1922, p. 40.

The Selling Plan May Be Legal and Yet Be Bad Merchandising. June 1, 1922, p. 10.

Price Concessions That Hurt Advertising. May 18, 1922, p. 25.

Why Manufacturers Should Discourage the "Spiff" System. Feb. 17, 1922, p. 25.

Good Old-Fashioned Brand Name Advertising, the Specific for Substitution. June 30, 1921, p. 3.

How to Combat "Own Goods" Bonus in Chain Stores. Feb. 24, 1921, p. 3.

### Clerk Co-operation

When Retail Salesmen Visit Prospects. Aug., 1923 (Monthly), p. 56.

Getting Clerks to Tell You How Much They Know. Aug. 30, 1923, p. 126.

Nine Ways to Get Co-operation from Dealers' Clerks. July, 1923 (Monthly), p. 19.

A Manufacturer's Work Preliminary to the Advertising. May 10, 1923, p. 65.

How We Get Clerks to Give Preference to Our Products. Apr., 1923 (Monthly), p. 46.

Working with the Retail Clerk. Jan. 4, 1923, p. 161. (This article contains a list of fifty-nine previous references on this subject.)

### Commercial Bribery

More Letters from a Sales Manager to His Salesmen. Apr. 13, 1922, p. 58.

Government Frowns on Commercial Bribery. Nov. 28, 1918, p. 100.

Stamping Out "Commercial Bribery," the Foe of Advertising. June 27, 1918, p. 3.

### Consignment and Instalment

How Far Can Firms Selling by Mail Go in Extending Credit? Aug., 1923 (Monthly), p. 68.

Making Conditional Sales Laws Uniform. Oct. 19, 1922, p. 134.

The "Suspicion Plan" of Selling. July 6, 1922, p. 81.

Building a Retail Outlet to Order. May 18, 1922, p. 41.



## FILM HEADQUARTERS

HERE YOU WILL FIND EVERYTHING PERTAINING TO THE USE OF MOTION PICTURES IN BUSINESS.

EVERYTHING FROM PLANS AND IDEAS DOWN TO THE MOST EFFECTUAL USE OF FILMS, WHETHER IT BE DISTRIBUTION THRU THEATRICAL OR NON-THEATRICAL FIELDS.

**BOSWORTH, DE FRENES & FELTON**  
PRODUCERS AND DISTRIBUTORS  
WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S FOREMOST

THEATRICAL DIGEST

## INTIMACY

That draws people who buy.

Showfolk are very human—and big buyers.

The Billboard gets close to them with its sincere appeal to their everyday needs and interests.

The contact is irresistible and permanent.

Member A. B. C.

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO CINCINNATI

35 SO. DEARBORN 25 OPERA PL.

How to Get Back to Work. Jan. 19, 1922, p. 3.

From Tank Cars to Bottles. Aug. 11, 1921, p. 41.

Helping the Retailer Finance His Instalment Sales. Aug. 25, 1921, p. 125.

Does Consignment Selling Offer Manufacturers Any Help? May 19, 1921, p. 64.

Further Details of General Motors Instalment Sales Plan. April 14, 1921, p. 153.

Methods of the Automobile Industry in Financing Instalment Sales. March 17, 1921, p. 110.

An Instalment Collection System for Farm Customers That Brings Results. Nov. 27, 1919, p. 33.

### Co-operative Buying

When Customers Become Competitors. March 22, 1923, p. 184.

How the Co-operative Societies Are Faring. March 22, 1923, p. 101.

The Co-operative Buying Movement among Farmers. March 15, 1923, p. 73.

National Advertising Gives the Benefit of Co-operative Buying. May 11, 1922, p. 130.

Powerful Boost for Co-operative Buying by Farmer. June 30, 1921, p. 81.

The Retail Buying Association an Issue That Will Not Down. June 16, 1921, p. 17.

Why Condemn Co-operative Buying? May 19, 1921, p. 223.

Co-operative Buying Agitation Grows as Competition Increases. Feb. 24, 1921, p. 49.

Farmers' Organizations Tire of Co-operative Store. Feb. 17, 1921, p. 113.

Manufacturers Must Take Action on Farmers' Co-operative Buying. Oct. 14, 1920, p. 105.

### Cutting Sales Territories

Keeping Salesmen Satisfied When Territories Are Cut. June 14, 1923, p. 20. (This article contains a list of twenty-two previous references on this subject.)

### Exclusive Agencies

When the Marketing Situation Is Betwixt and Between. April 26, 1923, p. 104.

What the Exclusive Agency Contract Should Cover. April 12, 1923, p. 137.

How Definite Price Policy Helps Win Jobber Good-Will. March 8, 1923, p. 17.

Selling and Service Problems in the Distribution of Specialties. Jan. 25, 1923, p. 150.

A New Marketing Idea in the Furniture Industry. Dec. 7, 1922, p. 73.

How a Grocery Wholesaler Is Preparing for National Advertising. Nov. 16, 1922, p. 65.

Building a Retail Outlet to Order. May 18, 1922, p. 41.

Can Sales Be Increased by Abolishing Exclusive Agencies? Aug. 4, 1921, p. 33. (This article contains a list of twenty-seven previous references on this subject.)

### Free Deals

Advertising Takes a Product Out of the "Free Deal" Class. June 28, 1923, p. 57.

Advertising vs. Extra Inducements to Buy. Nov. 13, 1919, p. 132.

More Advertising and Fewer Free Deals. Feb. 6, 1919, p. 137.

Ward Baking Company's Free Deal under Fire. Dec. 27, 1917, p. 65.

Passing of the Free Deal. Nov. 29, 1917, p. 108.

### Getting Window Space Gratis

Chevrolet Plan Lends Flavor of Realism to Dealer's Windows. Dec., 1922 (Monthly), p. 94.

How Armour Gets Exclusive Use of 25,000 Retail Windows. June, 1922 (Monthly), p. 44.

How the National Biscuit Co. Holds Its Market. Sept., 1921 (Monthly), p. 17.

What Becomes of Your Window Displays? Jan., 1920 (Monthly), p. 70.

Windows and the Display Man. Dec., 1919 (Monthly), p. 24.

Getting Window Display Advertising by Helpful Suggestions. Oct. 19, 1922, p. 119.

Intensive Local Concentration Made This Dealer Campaign Successful. March 9, 1922, p. 146.

Guessing Contest Proves Effective Sales Stimulator. Sept. 8, 1921, p. 69.

Window Displays and Advertising. March 11, 1920, p. 182.

Merchandising the Elaborate Dealer Display. Sept. 11, 1919, p. 129.

### Guarantee as Sales Factor

We Pay the Postage on Consumers' Complaints. Sept., 1922 (Monthly), p. 72.

Strong Campaign behind a Guarantee Makes It Principal Selling Argument. July 27, 1922, p. 93.

The Sales Merit of the Guarantee. May 19, 1921, p. 122.

Advertising and the Guarantee. Jan. 20, 1921, p. 172.

Making a Product a National Issue. Sept. 9, 1920, p. 142.

What Package Guarantee Slips Accomplish. Dec. 25, 1919, p. 37.

Does Advertising Become the Guarantee of the Merchandise It Advertises? Sept. 4, 1919, p. 73.

Putting Across a Guarantee by Country-wide Newspaper Advertising. Aug. 7, 1919, p. 25.

### Hiring Salesmen

The First Step in the Choice of Salesmen. July 12, 1923, p. 3.

How Sales Executives Pick Their Men. March 1, 1923, p. 128. (This article contains a list of twenty-six previous references on this subject.)

### Interesting Jobbers' Salesmen

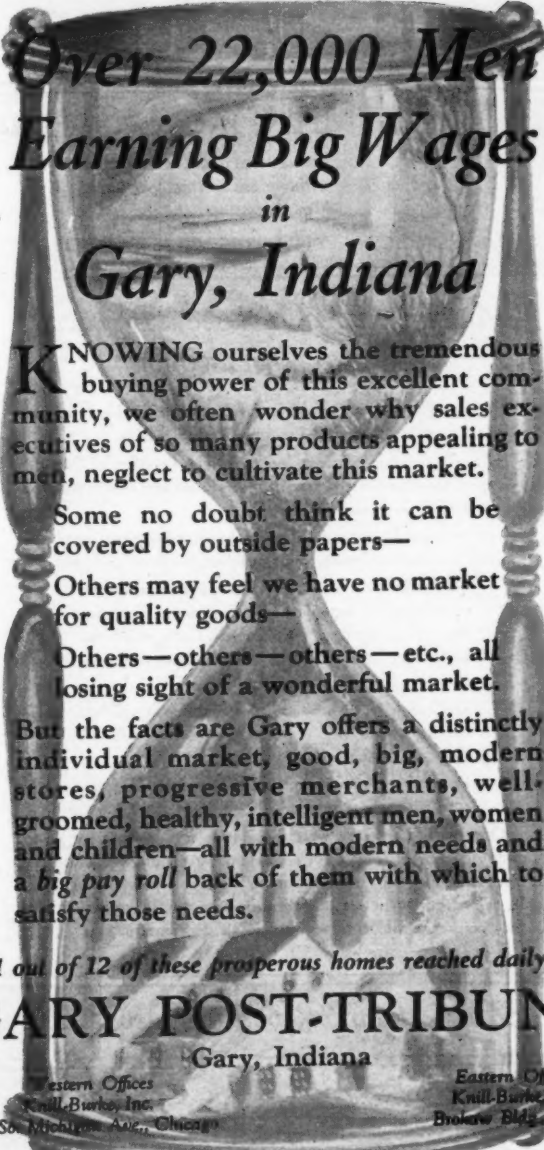
How We Build More Sales for Jobber's Salesmen. April, 1922 (Monthly), page 40.

Selling Jobber's Salesmen by Getting Them to Taste Product. Jan., 1921 (Monthly), p. 67.

Offering Prizes to Jobbers' Salesmen. July 6, 1922, p. 12. (This article contains a list of thirty-two previous references on this subject.)

### Merchandising through Groceries

Merchandising Low Price Products



# Over 22,000 Men Earning Big Wages in Gary, Indiana

**K**NOWING ourselves the tremendous buying power of this excellent community, we often wonder why sales executives of so many products appealing to men, neglect to cultivate this market.

Some no doubt think it can be covered by outside papers—

Others may feel we have no market for quality goods—

Others—others—others—etc., all losing sight of a wonderful market.

But the facts are Gary offers a distinctly individual market, good, big, modern stores, progressive merchants, well-groomed, healthy, intelligent men, women and children—all with modern needs and a big pay roll back of them with which to satisfy those needs.

*11 out of 12 of these prosperous homes reached daily by*

## GARY POST-TRIBUNE

Gary, Indiana

Western Offices  
Knill-Burke, Inc.

122 So. Michigan Ave., Chicago

Eastern Offices  
Knill-Burke, Inc.  
Brokaw Bldg., N. Y.

## R. O. EASTMAN, INCORPORATED

*AN organization devoted to the development of effective selling plans and methods, based on competent study of the business and its market*

7016 EUCLID AVENUE, CLEVELAND, OHIO

### *Authoritative, Unbiased, Practical Market Investigation*

No manufacturer can afford to develop selling and advertising plans that are not based on carefully developed facts.

Every manufacturer feels at some time the necessity of proving by expert examination and test the correctness and effectiveness of his marketing methods.

The market investigations we make to meet these needs of individual manufacturers are authoritative, unbiased and practical.

**Authoritative** — because they are backed by the most complete experience and facilities available for this type of service. (We are frequently employed by leading advertising agencies who have their own research department.)

**Unbiased** — because we have nothing to sell but our services, and no other interest than to help our clients solve their problems.

**Practical** — because of extensive practical experience with selling problems in all fields.

Our market research work has made it necessary for us to establish a marketing service wherein we definitely execute the plans developed by our investigations, when such service is required. In this department we are, therefore, constantly concerned with the practical problems of every phase of distribution.

*An Eastman Report is Dependable*

through Grocery Stores. July 13, 1922, p. 73. (This article contains a list of ninety-eight previous references on this subject.)

### Price Competition

Experienced Advertisers Who Have Lifted Their Products above the Price Competition Class. May 31, 1923, p. 69. (This article contains a list of thirty-one previous references on this subject.)

### Price Guarantees

Price Decline Guarantees Up Again. Oct. 26, 1922, p. 117.

How Interwoven Weathered the Storm. Nov. 10, 1921, p. 3.

Winchester Guarantees Its Prices Until March 31. Dec. 16, 1920, p. 157.

The Advertised Line a Stabilizing Factor in Times of Stress. Dec. 2, 1920, p. 3.

Advertising That Prevents Price Slump Hysteria among Dealers. Oct. 21, 1920, p. 18.

Price Guarantee on the Grill. Oct. 14, 1920, p. 41.

Interest in Price Guarantee Question Aroused. Sept. 23, 1920, p. 142.

Colver Presents His Views on Price Guarantee Investigation. Jan. 29, 1920, p. 69.

Guaranteeing Prices Failed as a Cure-all. Jan. 22, 1920, p. 109.

### Rebates and Discounts

The Remedy for Special Discounts to Favored Dealers. July 26, 1923, p. 130.

Loose-Wiles Would Justify Rebates and Discounts. July 12, 1923, p. 161.

Supreme Court Maintains Mennen's Content on Legality of Trade Discounts. June 21, 1923, p. 10.

Mennen Wins Fight for Trade Discounts. March 22, 1923, p. 33.

What Is the Best Way to Quote Prices to the Trade? Feb. 9, 1922, p. 57.

Increasing the Jobber's Profit by Reducing His Discount. Nov. 3, 1921, p. 3.

A Scientific Scale of Discounts to Jobbers. March 3, 1921, p. 44.

The Two-Price Policy That Hurts the Little Dealer. Feb. 12, 1920, p. 77.

The Manufacturer Who Maintains Preferential Prices Harms Advertising. Dec. 11, 1919, p. 177.

The Jobber and Your Business. Feb. 27, 1919, p. 80.

How to Prevent Discount Slipping by Your Salesmen. Feb. 20, 1919, p. 99.

The Making of Uniform Prices to Dealers Opened Up Big Advertising Possibilities. Aug. 17, 1916, p. 117.

### Returned Goods and Cancellations

How Liberal Should a Manufacturer Be in Returned Goods Privileges? Dec. 7, 1922, p. 25.

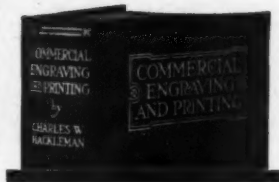
How Manufacturers Are Checking the Returned Goods Practice. July 20, 1922, p. 122.

When the Customer Refuses the C. O. D. Delivery. Jan. 5, 1922, p. 17.

Using the Order Blank to Fight Return Goods Evil. Nov. 24, 1921, p. 57.

Producers Begin to Show Fight on

## The Complete Book on Engraving and Printing



HERE is a veritable encyclopedia of useful, time-saving and money-making information for those who use or produce any kind of printed matter. Every phase of the mechanics of advertising is thoroughly covered, affording an opportunity for self-study as well as a means of reference whereby quick answers may be obtained to daily questions pertaining to engraving, printing and related subjects.

It tells how to obtain the best photographs for reproduction; how to determine size; gives hundreds of examples showing methods of treating illustrations to obtain effective results; how copy should be prepared for different kinds of plates for printing in one or more colors; how to plan work economically and for best co-operation with engraver or printer; how to choose proper color combinations; how to choose paper and method of printing—and hundreds of other time-saving and suggestive ideas.

**800 PAGES**

**1500 ILLUSTRATIONS**

Many in color. Actual specimens by every process. No expense was spared in making the book complete, practical and understandable. Nearly 5,000 copies have been sold.

We do not wish anyone to purchase the book unless convinced that it is well worth every cent of the price we ask for it and that it will pay for itself many times over through the constant and continuous service it will give. If you are a user of printed matter, or interested in its production, you should take advantage of our approval offer and give the book a thorough examination.

**FREE 10-Day Approval Offer**

.....1923.

Commercial Engraving Publishing Co.,  
Dept. LH  
Indianapolis, Ind.

You may send to me, prepaid, a copy of **COMMERCIAL ENGRAVING AND PRINTING** for examination. Unless I return it within 10 days, will remit \$15.00 in full payment within 30 days; or \$3.75 within 15 days as first payment and \$2.00 each month thereafter for four months.

Name .....

Street and No. ....

City ..... State.....

Position and Firm .....

5% for cash with order. Money back if dissatisfied.

Returned Goods Deal. March 3, 1921, p. 41.

Credit Men's Recommendation on How to Reduce Cancellations. Feb. 3, 1921, p. 133.

Life Insurance Copy Paves Way for Salesmen. Jan. 6, 1921, p. 101.

Nursery Practices in Dealing with Cancellation Evil. Oct. 7, 1920, p. 142.

Assurance of Price Protection Prevents Cancellations. Aug. 5, 1920, p. 49.

What Can Be Done to Prevent Cancellations? July 1, 1920, p. 65.

Selling Your Merchandise to Stay Sold. April 29, 1920, p. 73.

A Selling Course That Cuts Down Factory Returns. Feb. 5, 1920, p. 120.

#### Salesmen's Contests

A Sales Contest That Stabilizes Employment. July, 1923 (Monthly), p. 84.

Sales Contests That Make for Better Business. April, 1923 (Monthly), p. 26.

A Sales Canvass That Blocks the Prospects' Interruptions. March, 1923 (Monthly), p. 33.

How Salesmen Compile the Tide Water Oil Sales Manual. Aug. 2, 1923, p. 65.

Welch's Way of Overcoming the After-Contest Slump. July 5, 1923, p. 49.

When the Sales Force Goes Out after a Pennant. Apr. 19, 1923, p. 77.

Using the "Point" System for Keeping a Record of Salesmen's Work. April 5, 1923, p. 149.

Keeping the Salesman's Interest in the Advertising Alive. Oct. 12, 1922, p. 17.

The Sales Contest: Its Advantages

and Disadvantages. Aug. 31, 1922, p. 129.

What Do Salesmen's Contests Rate Today? June 1, 1922, p. 113. (This article contains a list of thirty-five previous references on this subject.)

#### Salesmen's Manuals

How Some Companies Are Building Effective Sales Manuals. July, 1923 (Monthly), p. 55.

Increased Business through Instruction of Retail Sales People. Jan., 1923 (Monthly), p. 25.

How Salesmen Compile the Tide Water Oil Sales Manual. Aug. 2, 1923, p. 65.

"Don'ts" for the Space Salesman's Manual. March 1, 1923, p. 104.

What Shall We Put in the Salesman's Manual? Nov. 30, 1922, p. 61. (This article contains a list of nineteen previous references on this subject.)

#### Saturday Selling

Salesmen Taught to Discipline Themselves. Feb., 1923 (Monthly), p. 70.

Making Best Use of Salesmen's Time on Saturdays. Jan. 11, 1923, p. 61.

#### Selling to Farmers

What the Farm Girl Buys. July, 1923 (Monthly), p. 48.

Farmer's Buying Power Not Affected by Diminishing Farm Population. Aug., 1923 (Monthly), p. 19.

How International Harvester Handles Output of 8,000,000 Booklets. May, 1923 (Monthly), p. 23.

## NEWCOMER & COMPANY

INCORPORATED

### PRINTERS

*Announce the connection of Mr  
C·R·HURST with their Sales Department and Mr SAM HURST as  
Supervisor of Typographic Layout*

FORMERLY OF HURST & HURST TYPESETTERS

BOOKLETS · FOLDERS · MAGAZINE INSERTS · HOUSE ORGANS  
ANNOUNCEMENTS · ENVELOPE STUFFERS · CIRCULARS AND  
ALL OTHER FORMS OF GOOD ADVERTISING LITERATURE

124 WHITE ST N Y · FRANKLIN 0604



## "The ideal paper for business use!"

**T**HE reasonable price of Danish Bond is a joy to the man who pays the bills! Its quality is such that you would have to be a paper expert, almost, to tell it from the most expensive paper made.

As a matter of cold fact, Danish Bond comes very close to being the finest bond paper made. Yet it sells for considerably less! It is high in quality yet moderate in price—the ideal combination for business use.

Ask your regular printer, stationer or lithographer to give you prices and samples of Danish Bond the next time you need letterheads, billheads, envelopes, business forms of all kinds, announcements, folders, circulars, etc. Suggesting Danish Bond may solve a great many of your paper problems.

# DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

*Made in the hills of Berkshire County by the*

B. D. Rising Paper Company



Housatonic, Massachusetts



*The 9<sup>th</sup>*  
**Anniversary and  
 Tenth Convention**  
*of the*  
**A·B·C·**  
 (AUDIT BUREAU OF CIRCULATION)  
*will be held at the*  
**Hotel La Salle**  
**Chicago**  
**October 17<sup>th</sup> & 18<sup>th</sup>**  
 NINETEEN · TWENTY · THREE  
*The* **DINNER**  
*NIGHT OF OCTOBER 17<sup>th</sup>*  
 WILL BE HELD IN  
**HOTEL LA SALLE**



How Advertising Roots Out Old Man Precedent. Oct., 1922 (Monthly), p. 37.  
Talking to Plain Folks. Nov., 1922 (Monthly), p. 17.

Making It Easy for the Farmer to Buy. Sept., 1922 (Monthly), p. 48.

America's Wheat Complex Produces a Flood of Bunk. Aug. 30, 1923, p. 17.

Fire Insurance Advertised to Farmers. June 14, 1923, p. 130.

When the Marketing Situation Is Betwixt and Between. April 26, 1923, p. 105.

The Co-operative Buying Movement among Farmers. March 15, 1923, p. 73.

The "Menace" of Farmer Co-operation. March 8, 1923, p. 141.

Insurance Men Use Direct Mail Effectively. April 12, 1923, p. 146.

Co-operative Sales Organizations Are Educating the Farmers. April 26, 1923, p. 210.

How Case Keeps the Farmer Sold in an Advertising Way. Sept. 28, 1922, p. 17.

The New Woman on the Farm. Sept. 28, 1922, p. 3.

Advertising's Next Big Job to Help the Farmers. Oct. 26, 1922, p. 33.

Some Things I Have Learned about Selling. Oct. 12, 1922, p. 94.

Advertising to the Farmer to Get New Jobber Accounts. Sept. 21, 1922, p. 109.

Retail Stores or Traveling Agents to Sell the Farmer? Aug. 31, 1922, p. 105.

(This article contains a list of 142 previous references on this subject.)

### Spotty Distribution

Revealing Hidden Flaws in the Selling Plan. Jan., 1923 (Monthly), p. 23.

Peeping Over the Edge of the Rut to Discover New Outlets. Sept., 1922 (Monthly), p. 17.

Locating the Strategic Selling Zone. June, 1922 (Monthly), p. 101.

Working the Invisible Market. Feb., 1922 (Monthly), p. 13.

Nine Ways to Counteract "High Spot" Selling. Aug. 23, 1923, p. 3.

Selling the Smaller Trade in Big Cities. June 29, 1922, p. 3.

The Fundamentals of a Correct Sales Policy. June 15, 1922, p. 3.

Seventeen Ways of Covering a Territory without Salesmen. March 2, 1922, p. 25.

Seventeen Ways of Covering a Territory without Salesmen. Feb. 23, 1922, p. 3.

Getting an Inside Track on Overlooked Distributing Channels. Jan. 12, 1922, p. 3.

Increasing Sales by Exposing the Selling Organization to More Business. June 23, 1921, p. 3.

### Standardized Sales Talk

A Sales Canvass That Blocks the Prospects' Interruptions. Mar., 1923 (Monthly), p. 33.

Wholesaler Uses Big Space to Stabilize Whole Industry. Dec. 21, 1922, p. 17.

### Store Demonstrations

Nine Ways to Get Co-operation from Dealer's Clerks. July, 1923 (Monthly), p. 19.

Turning a Dull Season into a Holiday Rush. Feb., 1923 (Monthly), p. 27.

# COAST BANKER

is the banker's trade paper. Your message in it will reach all the people through the Banker, who is the people's advisor.

Address

## COAST BANKER

San Francisco and Los Angeles, California

### WE WANT THE BEST COPY WRITER IN THE COUNTRY

Who can write any kind of copy with brilliancy, prepare all kinds of merchandising material; who has had a number of years' experience and carried the full burden of copy and contact for some of the major accounts of the country. He must have the ability to "sell" his stuff, be fully conversant with layout work, processes of reproduction, photography, etc. No one short of the best will be considered. Salary, \$7,800 to \$15,600 or more.

We are also in the market for—

**A CONTRACT MANAGER**—Who will interview all publishers' representatives, handle all records of space, issue orders to publications, prepare estimates for clients, etc. Salary, \$2,000-\$3,000. and

**AN ARTIST**—For figure work, borders, lettering, rough sketches, adaptations, etc. Clever with pen and ink, pencil and crayon. With leading New York Agency. Salary, \$30-\$35.

Communicate in strictest confidence with Walter A. Lowen, who, through experience with several leading New York Advertising Agencies, is now intelligently serving the country's most prominent advertising executives in conjunction with

**VOCATIONAL BUREAU, INC.**  
(AGENCY)  
17 WEST 42nd STREET, NEW YORK

## WANTED— the opportunity to purchase an established ad- vertising agency

Somewhere in New York City there is an established advertising agency, in good standing, looking for a buyer.

This buyer, also in good standing, is in New York City. He has adequate capital, reasonable assurances of ultimate success and a desire to start in business for himself immediately.

He wishes to purchase all, save a nominal share, of the interests of an established advertising agency. He does not believe advertising accounts can be bought, but feels that good will, equipment and other machinery for facilitating routine can change hands to the economic advantage of both seller and buyer.

He would like to examine sworn statements of the financial condition of any agency interested in transferring all or part of its ownership to new hands.

He understands the business thoroughly and will reply promptly to any proposition submitted.

Write full particulars, which will be held in strict confidence, to

"D. N.," Box 140, care  
Printers' Ink.

Tired Products and New Ways to Sell Them. April 19, 1923, p. 4.

How Important Are "Store Demonstrations" and "Special Commissions to Clerks"? March 22, 1923, p. 149.

Learning Where to Place the Advertising Pressure. Jan. 4, 1923, p. 41.

Saturday Demonstrations—How Advertisers Use Them. May, 1922 (Monthly), p. 31.

What a Manufacturer Can Do to Push Department Store Sales. Nov. 16, 1922, p. 173.

How Changing an Appeal Boosted Our Sales. Oct. 5, 1922, p. 8.

How the American Sugar Co. Has Entered a New Field. Aug. 31, 1922, p. 41.

Can Demonstrations Pay Where People Buy Mostly by Phone? June 29, 1922, p. 44.

The Ins and Outs of Store Demonstrations. May 25, 1922, p. 41. (This article contains a list of 23 previous references on this subject.)

### Substitution

Friendly Copy Used to Prevent Substitution. July 12, 1923, p. 153.

Palmolive Meets Deceptive Competition with Advertising. June 21, 1923, p. 128.

How Moxie Stifles Substitution. April 26, 1923, p. 45.

Right Marketing Plan Rout Injurious Competition. Feb. 9, 1922, p. 122.

Legal Action against Substitution. July 14, 1921, p. 41.

Good Old-Fashioned Brand Name Advertising, the Specific for Substitution. June 30, 1921, p. 3.

Coca-Cola Company Uses Advertising to Help Enforce Court Decree. May 5, 1921, p. 17.

Substitution That Should Be Fought. April 21, 1921, p. 145.

This Is the Way Some National Advertisers Fight Substitution. March 17, 1921, p. 177.

### Trial Orders

"I'll Try a Dozen." Aug. 23, 1923, p. 81.

The Danger of the Trial Order. Aug. 24, 1922, p. 150.

"How About a Trial Order?" June 3, 1920, p. 3.

Getting the Order Out of the "Trial" Class. Feb. 19, 1920, p. 57.

### Unfair Competition

Federal Trade Commission Takes Exception to Certain Trade Practices. Aug. 23, 1923, p. 53.

How the Federal Trade Commission Fosters Healthy Competition. May 3, 1923, p. 174.

When a Corporate Title Might Deceive the Public. April 12, 1923, p. 28.

Government's Attitude toward Trade Associations Expressed in Gypsum Case. Jan. 11, 1923, p. 10.

What the Federal Trade Commission Says You Mustn't Do. Sept. 7, 1922, p. 25.

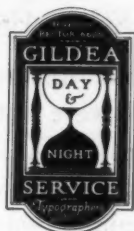
Checking the Predatory Price Cutter. June 15, 1922, p. 101.

How Trade Associations May Keep within the Law. Jan. 19, 1922, p. 61.

The Government's View on Open Price Associations. Jan. 12, 1922, p. 57.

Keeping Trade Association Activities within the Law. Jan. 5, 1922, p. 57.

# SPECIMEN BOOK OF TYPE FACES and Decorative Material



DAVID GILDEA & Co. Inc  
FURNISHING A SPECIALIZED  
TYPOGRAPHIC & LAYOUT SERVICE  
22 THAMES STREET · NEW YORK

Two blocks from Broadway and Wall Street

*Reproduction of Title Page*

## *Sent free in New York*

**A**RT directors, production managers and advertisers in general have commented upon this book as the finest and most compact of its kind ever produced. The size is  $4\frac{1}{4} \times 6\frac{1}{2}$  made to fit the pocket or desk drawer—144 pages printed on Alexandra Japan, deckle edge, bound in boards, covered with Castilian, stamped in gold. All the latest type faces, 46 different designs shown in a wide range of sizes. Unique reference index, 28 pages of new and distinctive decorative material.

Any executive in New York wishing to receive a copy of this book, may have one absolutely free and without obligation, by making a request on the letterhead of his company. Write today as the edition is limited.

*Sent outside of New York at cost of production \$2 per copy*

---

# 775,000 Men and their families READ **COLUMBIA**

---

*Memo to Advertising Director  
From Editor **COLUMBIA***

"Three thousand one hundred and twenty-one (3,121) manuscripts were entered in **COLUMBIA**'s 1923 Fiction Contest. Of this number approximately 53% were received from women. Every English-speaking country was represented; every State in the Union, especially the Middle West, and every Province of Canada.

It is interesting to note that a woman won the first prize in the contest. From the fact of strict time limitation and other factors in the contest the editorial department is satisfied that the contest manifests the literary interest in **COLUMBIA** by its hundreds of thousands of readers."

(Another tangible proof of reader interest and responsiveness of the readers of **COLUMBIA**.)

## **COLUMBIA**

*A National Monthly Magazine published, printed and circulated  
by the Knights of Columbus, National Headquarters, New  
Haven, Conn.—for 775,000 Knights and their Families*

D. J. GILLESPIE, Eastern Office  
25 West 43rd Street, New York

A. T. SEARS, Western Representative  
Peoples Gas Bldg., Chicago, Ill.

---

## Better Business Bureaus Plan Next Year's Work

A CONFERENCE of the National Better Business Commission, composed of managers and secretaries of the Better Business Bureaus and officials of the National Vigilance Committee, was held at Kansas City, last week. The conference was attended by representatives of practically all of the forty-two bureaus, and by executives of the Associated Advertising Clubs of the World. Much of the four-day conference was occupied with round-table discussion in which all of the delegates participated.

Abuses in advertising and trade methods in the textile, wearing apparel, fur, jewelry, and hosiery industries were particularly discussed. General co-ordination of the Better Business Bureaus for concerted action against fraudulent stock promoters who migrate from city to city and State to State was planned.

"Our duty, as I see it," said Carl Hunt, general manager of the Associated Advertising Clubs of the World, "is not to criticize, condemn or prosecute, but to educate advertisers to the value of truth in advertising."

A point emphasized by many of the speakers was the necessity of retaining public confidence in advertising while attacking the abuses of it.

"We must let the public know we are fighting crooks, but we must not allow the public to lose sight of the fact that most advertising is honest and dependable. Let us keep politics and selfishness out of the bureau, and strive to place American business on a higher plane," said Lou Holland, president of the Associated Advertising Clubs of the World.

"That most advertising is honest, we have found in our investigations," said Edward L. Greene, manager of the Better Business Bureau of Boston. "Only about 5 per cent of advertising is open to suspicion, and part of that is due to ignorance or carelessness

in preparation. Our program is to reform improper advertising where possible, rather than to prosecute those who practice it."

Kenneth Barnard, director of the National Vigilance Committee, was elected president of the National Commission of the bureaus. George M. Husser, Kansas City, was chosen vice-president, and William P. Green, associate director of the National Vigilance Committee, secretary-treasurer. These officials, with the following, also elected at this time, compose the board of governors: Howard M. Cool, Washington, D. C.; F. M. Wilson, Toledo; C. F. Olwin, Indianapolis, and Ferris R. Miller, Los Angeles.

The next meeting of the National Better Business Commission will be held at Los Angeles.

## Michigan Senator Speaks on Government in Business

Senator Woodbridge N. Ferris of Michigan was the speaker at the opening meeting of the fall season of the Executive Club of Chicago, September 21. He told the large number of executives who heard him that Congress could not help business except in a negative way and warned them against expecting any notable amount of assistance from the next session of that body. "You will be satisfied, I know," said the Senator, "if the Senate will keep out of the way of business. I would like to have a large number of laws rescinded and none made by Congress for a while. Everyone has been trying to revive business 'on high.' It's necessary to start in 'on low,' work up to second speed and then forge ahead 'on high.' Congress can't do anything for you business men except in a negative way. If I can succeed in persuading some Senators to keep quiet, I'll feel that I have achieved something for American business."

## Gabriel Snubber Account for MacManus

The Gabriel Manufacturing Company, Cleveland, O., maker of Gabriel Snubbers, has placed its advertising account with MacManus Incorporated, Detroit advertising agency. Plans are being made for a sales campaign, shortly, on the product of this company.

## "The Ford Dealers News"

The Ford Dealers News, New York, has opened offices at Cleveland and Detroit. Robert P. Smith will manage the Cleveland office and Roy Buell will manage the Detroit office.

## REPRESENTATIVES WANTED

**Real Advertising Salesmen  
for National Medium**

I have taken over the direction of a weekly magazine and want about 50 associates in as many cities of 100,000 or more population — men who have ability, pep, and stick-to-it-iveness, also capital to carry themselves until collections are made (no drawing account) — to such men I offer 50% commission on all new paid advertising accounts.

Address Publisher-Printer,  
Box 137,  
Care Printers' Ink

## Copy Writer Returns to New York

—after year's enforced absence handling national accounts for Western agency. Comprehensive experience in sales-promotion, dealer co-operation, house-organ and direct-sales literature with one of America's leading industries. Familiarity with all operations of both large and small agency organizations. Have produced with high degree of success, in contact, layout and copy work, for some of the largest national advertising accounts in Automobile, Tire, Toilet Preparation, Musical, Insurance, Shoe and Institutional fields. In New York City for conference with agencies or advertisers after September 27. Address "B. L., Box 138, care of Printers' Ink.

## Bulk Goods in Packages Become Ad- vertised Leaders

*(Continued from page 6)*

vertising of any other line. In a broadside to dealers, the company says on this point:

In planning a national advertising campaign our first considerations must be:

What product or class of products will sell best through advertising?

What kind of advertising will bring the largest number of people into the Rexall stores?

Previous campaigns on toilet goods and other merchandise showed splendid results.

We believe that the Puretest Line lends itself to advertising in such a profitable way that the public's response in actual Puretest purchases will be far greater than could be obtained by advertising any other products.

The advertising campaign is built around the question "Why?" Each advertisement asks a question on some common subject which few can answer, but of which most people would like to know the answer. It will then furnish the answer and tie it up in some way with the Puretest Remedy advertised. Each will be illustrated by a humorous cartoon.

Each advertisement, it is reckoned, will attract the reader's attention by taking advantage of a common curiosity. It is the same curiosity that makes people read the popular science magazines, that makes them stop at the semi-scientific articles in newspapers and other publications. "Why is the sky blue?" We curiously read the answer "—because the air is filled with tiny dust particles. These absorb the light rays which make other colors and reflect to the eye the rays which make blue." Again, "Why does a ball bounce?" "—because, when it strikes, it is knocked slightly out of shape. But being elastic, it springs back to shape, and this reaction makes it rebound." Such are examples of the questions that will be asked and answered.

The tie-up in some cases will be directly relevant, in some cases a trifle irrelevant. "Puretest Epsom

## *I've been watching this Man—*

His present job is not absorbing his full power. Although the position he has won in advertising is high, he should be exercising wider responsibilities.

He knows business and advertising from many angles, and is a merchandiser by instinct, training and results.

A man of education, fine personality and wide contact with men of affairs, he is a born psychologist. His judgment regarding consumer reaction has been repeatedly sought and confirmed in directing national and international campaigns.

Not only is this man a gifted visualizer, but he writes copy that makes a market. He knows the economic fundamentals.

The new job will pay a salary of \$10,000. In a big agency or with a manufacturer where consumer problems are of the largest, this man would be invaluable. I should like to put the right concern in touch with him.

Address "J. W.," Box 145, care of PRINTERS' INK.

### ***District Managers Wanted***

We have openings for District Managers in

New York  
New Jersey  
Massachusetts  
Pennsylvania  
Ohio

Indiana  
Michigan  
Illinois  
Missouri  
Kansas

To sell highest class advertising proposition ever offered to the trade.

Sold only to Executives and requires highest type of salesmanship.

Applicants must be able to furnish best of references. Give full particulars regarding experience.

Address "A. K.," Box 136, c/o Printers' Ink.



## Salesmen

\$100.00 to \$200.00 a week is the average commission of our salesmen selling space in leading publication in its field.

Nearly a thousand banks, retailers and national advertisers have been using this publication profitably for ten years. Thousands of endorsements by readers, manufacturers, banks, retailers and authorities.

A rare opportunity for salesmen who can qualify in territory now open in many sections of the country.

Please give complete qualifications. A whole-hearted co-operation will be given salesmen to make a permanent and profitable connection.

### MERVAL CORPORATION

52 Vanderbilt Avenue  
New York City

## Are You the Man?

Monthly Radio trade publication, with leadership in circulation and advertising in the radio trade paper field, requires

### Advertising Solicitor

to cover New York City, Philadelphia and New England territory. Man with Radio or Electrical experience preferred. State age, experience and salary desired. "K. A.," Box 146, Printers' Ink.

Salt in a glass of water once a week will help you feel fit and ready for your work," ties up easily with the answer to "Why do we grow tired?" The advertisement previously quoted is an example of the less direct connection. There is in the campaign interest, variety, emphasis, and a central thought, all leading toward effective remembrance on the part of the public. There are over fifty questions in the series. Display material and local advertisements echo the same questions.

In everything connected with the campaign the big "Why" appears. Picture slides ask, "Why do we shiver?" and announce "answer at the Puretest department at the Rexall store." Price cards are headed "Why is Puretest so popular?" and answer "because it is so good." The broadside sent out to the trade announcing the campaign is also built around the question "Why?" It is so unusual and striking that it deserves a brief description.

The broadside is in book form, sixteen pages, size 8½ x 12 inches. On the cover page appears the question, "Why does a hen cackle?—answer on the next page." The answer appears in a solid red band running across the bottom of the next page—"a hen cackles after laying an egg because she feels an instinctive joy from having achieved what nature intended her to do." At the same time the real story of the campaign begins on this page, the question on the cover having served to get the druggist into the book. In a red band at the foot of each page is one of these curiosity tickling questions, while to find the answer one must turn over to the next, and as the pages are turned, the proposition is outlined, the big "Why" in letters two inches high starting off each page. "Why we are going out to advertise Puretest in a big national way" starts off one page. "Why you will want to back up this Puretest campaign to the limit," says the next. "Why teamwork is going to put this campaign over," says the next page to the last. The

answer appears on the back cover, as follows:

?  
Because  
\$

The campaign is announced to dealers as "the big campaign with the mental itch." The questions are described as "The 'wise why's' that will stump the 'wise guys.'" Tie-up with the campaign is the main thought of the dealer work. The drug company believes in the most intensive possible local tie-up and always devotes as much energy to this phase of a campaign as to the other. To such an extent indeed does the drug company believe in tie-up that approximately half the appropriation for the campaign is being spent in dealer work. Special displays are planned, and special local advertisements. Where the dealer signifies his willingness to back up the campaign (and the majority are doing so) the company supplies all the necessary newspaper cuts direct to the paper, with a booklet of the advertisements showing dates of insertion to insure simultaneous insertion everywhere.

Store tie-up is arranged through a rather unusual assortment of display material: reproductions in colors of the advertisements on cards 22 x 47 inches and on paper 14 x 28 inches, window posters 14 x 56 and 6 x 28 inches, a metal department sign, a sixteen-page booklet, a four-page folder, a set of seventeen movie slides, and special Puretest letterheads.

As the most specific tie-up of all, a national "Old Time Medicine Sale" is planned to start three weeks after the national advertising. In this sale a selected list of Puretest Remedies is offered to the dealer at a reduced price, he in turn to run an eight-day sale offering the same remedies at reduced prices, as a means of introducing them.

The sale is a feature that helps to put a hook into the advertising.

It is estimated by officials of the company that packaging the bulk line, together with the plan of dis-regarding price in producing qual-

## WANTED

### An Advertising Agency in New York

That has no financial accounts — bond houses, brokers, banks — but a record of conspicuous success with high-grade accounts in other lines.

That is interested enough in making a name in financial advertising to assign its best man to an account which is now comparatively small — but which, with successful advertising, will develop rapidly.

That will show results on present moderate expenditure before pressing for increased appropriations.

To such an agency a long established bond house offers an unusual opportunity. Write the facts to "T. J.," Box 134, PRINTERS' INK.

### Printing Plant

*fine location, fireproof building,  
low rental*

### FOR SALE

Has 3 cylinders, 6 jobbers, linotype, folders, cutter;—fully equipped for large and small work

**Sacrifice—\$13,000**

to immediate buyer — No dealers

Products of American Industries, Inc.  
17 East 33d St., New York City  
Telephone—Ashland 6111

## After Considering 125 Men

One of America's big newspapers has just written me as follows:

*"I want to say to you that if we had decided to go out of the office to appoint a man for this position it would have been you, as I was more favorably impressed with you than with any of the men I interviewed."*

I am therefore available as business manager or advertising manager on a good newspaper in city of 200,000 or more East of Mississippi. Experienced in this position also as advertising and sales manager for national advertiser. My story complete with references on request.

Address "L. B.," Box 147, care of Printers' Ink.

## How Well Is Your Direct-Mail Paying?

**D**O you know why a dentist paid \$3,000 just to have a booklet written? Because it made him a millionaire.

Do you know how a mercantile agency landed the country's foremost publishers, and rose from obscurity to world leadership? Through the written word—created here.

Written talk—talk that SELLS—has made many fortunes, built many great industries. It has saved many a tottering business. It has made leaders out of laggards. But it is something of a GIFT to talk that well.

Will you accept a free analysis and criticism of your present literature and advertisements—a careful study of and report on your present merchandising plans? No charge. Just a little act of service, by way of getting acquainted.

At any rate it costs nothing to ask.

**H. GAINES**  
101 E. 41st St.  
New York

ity, has enabled them to progress at many times the rate that would have been possible had they started to market on the same basis as others. For it must be remembered that while the drug company has a special connection with its stockholder-exclusive agents, it is on a large part of its business in open competition with the market, and must plan its merchandising policies as carefully and closely as anyone in a sharply competitive business. This is one fact that makes the Puretest plan of interest to every merchandiser.

## Milk Company Ties Up with School Opening

The Supplee-Wills-Jones Milk Company, Philadelphia, took large space in newspapers of that city on the day of school opening. A large illustration showed a school yard with children flocking in. "Improving the Mind—and the Body" read the caption. The Board of Education with the co-operation of the Interstate Dairy Council, the text relates, daily provides each of the 300,000 public school children with a half-pint of wholesome milk. The children are also instructed in the wonders of milk as an article of diet. "It is our privilege," states the copy, "to serve a considerable number of these schools with Gold Medal Milk—the milk that holds twenty-six awards of quality."

## Buckley, Dement & Company Increases Staff

Oliver Buswell and L. A. Williams have been added to the plan and copy staff of the creative department of Buckley, Dement & Company, Chicago, direct-mail advertising.

## Wausau, Wis., "Record- Herald" Appointment

Prudden, King & Prudden, Inc., publishers' representatives, have been appointed Eastern representatives of the Wausau, Wis., *Daily Record-Herald*.

## Joins McGraw-Hill Company

Kenneth B. Johnson has joined the promotion department of the McGraw-Hill Company, Inc. Mr. Johnson was recently with the promotion department of the New York News.

## National Class Monthly Wants Eastern Representative

A nationally known class magazine, member of A.B.C., with rising circulation and remarkable sales possibilities, has opening for Eastern representative, with headquarters in New York, to take charge of New York State, New England, New Jersey and Eastern Pennsylvania.

We want a man who has sold consumer magazine space in this territory and who can see a real future when it is presented to him. The man we have in mind is perhaps now selling space for one of the smaller national magazines but who wants a greater opportunity and earning power. He must be sincere and earnest, not too young nor too old, and must have confidence in himself and what he sells.

Remuneration will be commensurate. Tell us briefly in a letter your qualifications. If possible, enclose a photograph. Your letter and photograph will be returned to you and the contents of the letter held in strict confidence.

The position is open now. Our own men know of this advertisement, so you may write without fear of addressing your present employer. Address "H. T.," Box 144, care of Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.

## How to Run a Sales Convention

Would you be interested in seeing a list of forty-two references to articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY on the management of a sales convention?

These articles tell of the methods used by such concerns as:

The National Biscuit Co.  
The R. M. Hollingshead Co.  
David Adler & Sons Co.  
Holmes & Edwards Silver Co.  
Calumet Baking Powder Co.  
The Conklin Pen Mfg. Co.  
The Peggy Paige Co.  
The Beaver Board Companies  
The National Cash Register Co.  
The General Electric Co.

Cleveland Metal Products Co.  
Computing Scale Co.  
Todd Protectograph Co.  
The Buffalo Specialty Co.  
Libby McNeill & Libby  
Scott Paper Co.  
American Chicle Co.  
Firestone Tire & Rubber Co.  
Sherwin-Williams Co.  
Addressograph Co.

You can secure a copy of the list of 42 references to PRINTERS' INK articles by writing the Research Department on your business stationery.

**THE PRINTERS' INK PUBLICATIONS**  
185 Madison Avenue  
New York

# Are You Getting Your Share of Business in New England?

"October, November and December, the three big months in the electrical appliance field, are destined to be bigger than ever before. Dealers are *already* ordering in preparation for the tremendous buying season about to set in."

—MCGRAW-HILL PUBLICATIONS,  
*Electrical Merchandising and Electrical Retailer.*

The demand for electrical appliances in New England will be exceptionally strong this fall and winter, because:

The industrial and agricultural population has had a good year. Steady employment, with overtime, high wages and good crops have materially increased its purchasing power.

Less than a third of the country's dwellings are electrically wired. But more than half of New England's homes are equipped with electricity.

New Englanders have the ready cash to buy conveniences that will make home life easier and more comfortable.

Now is the time to back your New England distributors with advertising that will reach these home folks—advertising in the Home Daily Newspapers of New England.

## MERIDEN, CONN., RECORD

Net Paid Cir. 7,160 A. B. C.—3c copy  
Population 37,739, with suburbs 60,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 11,970 P. O.  
Population 22,779, with suburbs 40,000

## FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,815 A. B. C.  
Population 41,029, with suburbs 110,000

## LYNN, MASS., ITEM

Daily Circulation 16,643 A.B.C.—2c copy  
Population 99,198, with suburbs 125,000

## NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 32,029 A.B.C.—2c copy  
Population 121,217, with suburbs 160,000

## SALEM, MASS., NEWS

Daily Circulation 20,546 P. O.  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 76,463 P. O.—2c copy  
Population 129,563, with suburbs 250,000

## WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 78,920 P. O.  
Population 179,754, with suburbs 350,000

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.  
Serves territory of 130,000

## BRIDGEPORT, CT. POST TELEGRAM

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

## HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy  
Population 138,036, with suburbs 373,000

## NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 35,514 P. O.  
Population 165,000, with suburbs 225,000

## NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy  
Population 25,688, with suburbs 60,000

## PORTLAND, ME., EXPRESS

Daily Circulation 27,639 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

## BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,393 P. O.—2c copy  
Population 69,000, with suburbs 100,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

## Remington Arms Has Diversified Business

The business of the Remington Arms Company, Inc., and its subsidiaries is well diversified, according to a statement of Samuel F. Pryor, chairman, executive committee, on the occasion of a recent stock issue of the company. Remington arms and Remington UMC ammunition constitute about one-third of the country's production, he stated; its output of Remington cash registers ranking second largest, and its output of Remington pocket cutlery ranking largest in the United States, and probably in the world.

The business through predecessor companies was founded in 1816. Plants are located at Bridgeport, Conn.; Ilion, N. Y., and Brimsdown, Middlesex, Eng.

Sales in 1922 were in excess of \$16,000,000, Mr. Pryor reported, and the average annual net profits for nineteen years ended December 31, 1922, were \$1,097,026, after all charges and Federal taxes. For the last nine years of this period the average annual net profit was shown as \$1,244,975 and for the year 1922, \$1,123,169.

## George A. Ferris, President, Detroit Printing Association

George A. Ferris, of the Ferris-Fowler Company, printers, was elected president of the Typothetae-Franklin Association of Detroit at the annual meeting of that association. The other officers elected were: John Bergeois, first vice-president; C. R. Thomas, second vice-president, and Harry Brooks, treasurer.

## Mascot Stove Account for Chattanooga Agency

The Mascot Stove Manufacturing Company, Chattanooga, Tenn., has placed its advertising account with the J. R. Jarnagin Company, Chattanooga advertising agency. Newspaper advertising where distribution is effected and direct-mail advertising to dealers are being used.

## W. O. Seelye and H. P. Brown Join Phelps Agency

Warren O. Seelye and Harold P. Brown have joined George Harrison Phelps, Inc., Detroit advertising agency. Mr. Seelye and Mr. Brown were members of Seelye & Brown, Inc., Detroit advertising agency, which has been dissolved.

## Leaves Sacramento "Star"

William A. Brewer, Jr., has resigned as business manager of the Sacramento, Cal., *Star* to become advertising manager of the Sacramento branch of Hale Bros., Inc., San Francisco department store. Mr. Brewer is succeeded at the Sacramento *Star* by Powell Thomas of San Diego, Cal.

# Steady Circulation GAINS!

August, 1923, shows gain of 1,818 net paid daily over same month last year.

Each three months shows gain over preceding quarter.

The **EVENING EXPRESS** reaches more than 15 of every 16 Portland homes. Largest City Circulation.

And the Express is

**Portland's Only Evening Paper!**  
**Portland's Only Three-cent daily!**

**THOUSANDS** of Portland Families  
**TAKE NO OTHER** Daily paper.

## Portland Express

*The Julius Mathews Special Agency*  
Boston—New York—Detroit—Chicago

## An Opportunity—

*for the right man in the Sales Promotion Department of a big, nationally known company located in New York City.*

It is ESSENTIAL that you have a knowledge of sales promotion work. YOUR EXPERIENCE should have familiarized you with the mechanics of printing and advertising production.

YOUR ABILITY to write good English—clear, concise letters—must be shown in your letter to us.

YOUR WORK will include writing for a live magazine which goes to salesmen of this company.

YOUR AGE should be between 25 and 35.

YOUR OPPORTUNITY is limited only by the amount of initiative and executive ability that you have to offer.

State your case and mention salary at which you would be willing to start.

**"R. B.," Box 143, Printers' Ink**

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1882 by George P. Russell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. President and Secretary, J. I. ROMER.  
Vice-President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: Illinois Merchants Bank  
Building, DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building,  
Geo. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building,  
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,  
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,  
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
ALBERT E. HAASE, News Editor

## EDITORIAL STAFF

C. B. Larrabee Bernard A. Grimes  
E. B. Weiss August Belden

Ralph Rockefeller

Chicago: G. A. Nichols

D. M. Hubbard

London: Thomas Russell

NEW YORK, SEPTEMBER 27, 1923

## Japan A Good Customer

The National City Bank is responsible for the statement that the trade of the United States with Japan for the fiscal year 1923 totaled to the tidy sum of \$585,000,000. Ten years ago it was \$149,000,000, and in 1893 it was only \$30,000,000.

Most persons think of Japan only as a country from which we import. They do not regard Japan as one of this country's best customers. And yet we learn from the National City Bank that our imports from Japan have not grown so rapidly as have our exports to that country. In 1903 our imports were \$44,000,000 and by 1923 had increased to \$373,000,000.

Japan's own figures are even more significant. In 1913 the goods Japan received from the United States were 17 per cent of her total imports. By 1922 the

figure had jumped to 31 per cent. In 1913 Japan's shipments to the United States formed 29 per cent of her entire exports, and last year the United States bought 40 per cent of her exports.

If these figures prove anything it is that Japan is not only a "friendly power," as President Coolidge called it in his plea for relief contributions, but it is also a mighty good customer of this country. For selfish reasons alone, if for no other, we should gladly hasten to help the Island Empire in the great disaster that has befallen it. Japan, based entirely on trade statistics and quite aside from the humanitarian argument, has a right to expect more from the United States than from any other country.

These figures also prove, we believe, how jingoism can misrepresent the true relationship existing between two countries. Certainly if Japan were the lurking enemy of the United States that many would have us believe, there is nothing in our trade relations to indicate such a feeling. Neither is there anything in these statistics that confirms the often expressed view that Japan is a dangerous competitor of ours. It is another example of the fact that if the truth were known many a feared competitor would turn out to be a valuable customer.

## When the Advertising Tail Wags the Unadvertised Dog

The report of George K. Morrow, president of the American Cotton Oil Company, addressed to the stockholders, is indirectly one of the best briefs for advertising that we have read in a long time. The report is to be found elsewhere in this issue of PRINTERS' INK.

Mr. Morrow admits that the result of the operation of the company's business during recent years has "demonstrated the necessity for a readjustment of its affairs." He says that the company was organized nearly forty years ago for the primary purpose of conducting a business to crush cotton seed and to refine



and to sell the resulting oil. "The manufacture and sale of specialty soap products," he states "such as 'Gold Dust' and 'Fairy Soap,' was developed through a subsidiary merely as an incident to the oil business and has heretofore assumed but a secondary role."

The general business of the company has been unprofitable since 1919. Heavy deficits were shown in 1920, 1921, 1922. And Mr. Morrow says that while the final figures are not available for the fiscal year ended August 31, it is expected that the operating loss, allowing for inventory adjustments and exclusive of bond and note interest, will be about \$2,750,000. The losses for the previous three years were \$5,300,000.

While the general oil business of the company has been fearfully unprofitable, it is significant to learn from Mr. Morrow's statement that "the soap and washing powder business, on the other hand, has developed in a continuous and healthy manner. It has produced a substantial income for many years and shows attractive possibilities of further profitable growth." In other words it is the consistently advertised part of the business that has been making the only profit that the company has made for four years.

Because of this situation, the company has already started to curtail its cotton oil business and to expand and to promote the "Gold Dust Corporation," to which has been recently transferred the soap business, its trade-marks and good-will. The Gold Dust Corporation is to become the parent business instead of the subsidiary.

Although Mr. Morrow has been president of the company only since May, 1923, he has already ferreted out the fundamental weakness in the business of the American Cotton Oil Company. He has also discovered its strength and has wisely seen that this strength is the only safe cure for the company's weakness.

Dozens of other companies have long ago made this same discovery. PRINTERS' INK has frequently recorded the experiences of manufacturers who have found

prosperity and a stabilized business by advertising some specialty that had previously been a neglected and even despised part of the business. In more instances than is commonly realized, the manufacturers have lived to see these advertising tails finally wag the dogs to which they are attached.

In one instance of which we well know, the specialty was regarded as so unimportant that the directors sold it to a small group of stockholders, who appreciated its possibilities. Through advertising that specialty has been developed to a point where it is now more profitable and a vastly more satisfactory business than the parent organization. Those directors are kicking themselves for selling it.

#### **H. M. Swetland Gets Action**

A year ago H. M. Swetland as president of the National Publishers Association urged that organization to adopt a code of ethics on general individual practice. What has happened? Mr. Swetland has answered this question saying: "The suggestion received favorable comment from the press and great applause at the presentation, and then it proceeded to bury itself in the archives of the association."

But Mr. Swetland has refused to allow the suggestion to remain buried and rightly so. Last week at the annual meeting of this same association he again advocated a code of ethics that would enable the association to set forth the integrity of the principles and policies of periodical publishers to the complete satisfaction of both publishers and advertisers. PRINTERS' INK of last week gave its readers an account of Mr. Swetland's logical presentation of the needs of such a code of practices.

This time, however, Mr. Swetland has galvanized the association into action. He has drawn from the association's membership, P. S. Collins of the Curtis Publishing Company, Arthur J. Baldwin of the McGraw-Hill Company, A. D. Mayo of the Crowell Publishing



Company, Herbert S. Houston of *Our World* and Henry W. Newhall of *Modern Priscilla* as members of a committee charged with drafting a code that will be submitted to the association for consideration and approval.

This committee in its endeavors will need the help and advice of other organized interests in advertising and publishing. Such help should be generously given in this endeavor of busy men to give character to the competition of periodicals for advertising and circulation.

### A Worth-while Convention Idea

In considering the last annual convention of the American Association of Photo-Engravers there is one thing that marks it as unusual when contrasted with conventions of other industries or professions.

The photo-engravers invited buyers of photo-engravings to tell the association collectively what the shortcomings of the photo-engraver are. The program committee of the association apparently entered upon the plan with some timidity, but looking at the plan in retrospect it now says: "Whoever conceived the idea of inviting the buyers through their organizations to present their viewpoints to the photo-engravers in convention assembled, conferred a service that will live long and bear worth-while fruit."

As a specific example of the value of this convention idea take the address made by Frederic W. Hume, executive secretary of the National Publishers Association. Speaking for periodical publishers Mr. Hume related how publishers, through editorial and advertising pages, have educated their readers to demand the highest quality in color-plates, halftones and line engravings. With this explanation over it became an easy matter for him to ask photo-engravers to reverse their selling policy. Publishers, Mr. Hume told the convention, wanted the photo-engravers to sell to them "on a quality and not a square inch basis." The

buyer had revealed to the seller the selling point.

This one example is sufficient to show how the plan worked. It is a plan which in other words enables an industry to know what its large customers are striving for and where the seller's product fits in the customer's scheme of things, and knowing that the seller can readily chart the main selling appeal.

It is an idea worth passing on to convention program committees of other industries.

### A Specific for Un-advertisable Products

An article that appeared in *PRINTERS' INK* of September 13 tells what advertising has done for the Stone Straw Company, a business that was supposed to have been unadvertisable. Not only has the recent experience of the company shown that drinking straws can be advertised, but advertising has been the vanguard which has opened up literally no end of markets for straws.

The advertising of drinks rather than straws has been the basis of the campaign. Incidentally it was proved that drinking through a straw made the beverage more enjoyable and healthful. The benefit of milk for children, for example, was expounded with the suggestion that drinking through a straw aided digestion, as it prevented gulping. As a result one new market after another has been captured.

The fact that the advertising of new uses has revolutionized so many businesses, has been told literally hundreds of times in *PRINTERS' INK* and *Printers' Ink Monthly*. So often does this angle occur in our articles that finding new markets or uses should now be regarded as a specific for the fellow with a so-called unadvertisable product.

### In Toledo Real Estate Advertising

Scott Hager, formerly with the Palmer-Blair Company, Toledo, as advertising manager, has joined The George B. Ricaby Company, real estate. Toledo, in a similar capacity.

## Newell-Emmett Company

*Incorporated*

*Advertising · Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.  
(*Fatima, Chesterfield and  
Piedmont Cigarettes*)

Johns-Manville, Incorporated  
Western Electric Co.

American Chic Company

**"NOT HOW MUCH, BUT HOW WELL"**

NOTE: We are now ready to begin study and plans for one (and only one) additional account. We say "only one" because it is the policy of this agency to undertake the initial study and development of service on only one new account at a time.



## Wayne Tank & Pump Company individuals who are readers of PRINTERS' INK and PRINTERS' INK MONTHLY.\*

NAME	TITLE	WEEKLY	MONTHLY
W. M. Griffin	<i>President</i>	Yes	Yes
B. F. Geyer	<i>General Manager</i>	"	"
E. J. Gallmeyer	<i>Sales Mgr. Water Softener Division</i>	"	"
W. G. Zahrt	<i>Sales Manager, Pump &amp; Tank Division</i>	"	No
J. H. Williams	<i>Manager Foreign Sales</i>	"	Yes
W. F. Brandt	<i>Factory Supt.</i>	"	"
F. E. Mills	<i>Collection Mgr.</i>	"	No
R. G. Ewell	<i>Advertising Manager</i>	"	Yes
H. L. Taylor	<i>Asst. Adv. Mgr.</i>	"	"
P. Walters	<i>Factory Office</i>	"	No
D. S. McClure		"	Yes

\*Information furnished by Wayne Tank & Pump Company.

## MacManus Incorporated individuals who read PRINTERS' INK and PRINTERS' INK MONTHLY:\*

NAME	TITLE	WEEKLY	MONTHLY
Theodore F. MacManus	<i>President</i>	Yes	Yes
Arden Yinkey	<i>Director of Copy</i>	"	"
Jack F. Cremer	<i>Account Executive</i>	"	"
Lee Anderson	" "	"	"
Warner H. Jenkins, Jr.	" "	"	"
Louis B. Ward	" "	"	"
Wm. H. Larkin	<i>Director of Media</i>	"	"
Chas. E. Buck	<i>Director of Outdoor and Direct-Mail Depts.</i>	"	"
A. P. Haake	<i>Director Bureau of Industrial Economics</i>	"	"
Louis Ling	<i>Copy Department</i>	"	"
J. P. Derum	" "	"	"
E. J. Steiner	<i>Office Manager</i>	"	"
M. J. Casey	<i>Account Executive</i>	"	"
B. C. Wilson	<i>Mgr. New York Office</i>	"	"
M. W. Todd	<i>Director of Art</i>	"	"
R. T. McDonald	<i>Director of Publicity</i>	"	"
G. L. Toohey	<i>Bureau of Industrial Economics</i>	"	"

\*Information furnished by MacManus Incorporated.

# The Little Schoolmaster's Classroom

A MANUFACTURER'S window display service, like his merchandise, must be sold to dealers. Mailing a window trim promiscuously, frequently entails a serious waste. On the other hand, the advertiser who sits supinely waiting for his distributors to clamor for display material does not usually find his mail cluttered with requests for trims.

To repeat, a window display service must be sold; it must be merchandised thoroughly and efficiently. Otherwise it will perform no more useful function than to gather dust in some forgotten corner.

The Joseph & Feiss Company of Cleveland, understands the necessity of employing the same ingenious ideas when selling its window display service as it does in connection with Clothcraft Clothes. Recently, Clothcraft dealers were told of a free window display service for fall. The announcement was in the form of a piece of direct-mail literature. It contained a return card which dealers were to use for the purpose of requesting the displays and indicating the particular features desired. No displays were to be sent unless requested.

\* \* \*

The initial mailing brought a strong response. But many merchants did not take advantage of the offer. To these the letter reproduced on this page was sent.

The stack of returned cards illustrated at the top is not only calculated to attract attention and insure a reading for the letter, but what is more, it is capable of convincing the hardest-boiled mer-

**The Joseph & Feiss Co.**  
CLOTHCRAFT CLOTHES  
Cleveland  
August 6, 1923.



Gentlemen:

"What's this?" you ask.

It's what one day's mail brought - 819 requests for Clothcraft's Free Window Display Service for Fall - all in one day! Since then the total has greatly increased. Clothcraft retailers know that Clothcraft window displays will help increase their fall business.

But your request was not among them! Why?

We're sure you just overlooked it. Here's another card. Use it NOW so we can reserve a set of these displays for you before they are all promised.

Truly yours,

DTB:RE

THE JOSEPH & FEISS CO.

SHOWING DEALERS WHAT THEY ARE MISSING

chant that the service may actually be worth something after all. And the body of the letter which appeared under the stack of cards, worthy of commendation.

There is little to add, except this. The Schoolmaster hopes some official of Joseph & Feiss will tell the Class with concrete fig-

# SHOES *AND* PRINTING

**N**EARLY every man has been betrayed into buying a pair of cheap shoes. They look all right and "money saved is money earned." But there always seems to be something the matter with cheap shoes. They squeak, they wrinkle, they scuff—and generally they hurt somewhere. The buyer says, "Never again!"

Now there is cheap printing—

No use in pursuing the theme further. Let the reader lay this magazine down and spend a moment in the past, recalling his own experience—or experiences.

Cheap shoes and cheap printing will always be on sale. The trouble with both is that they cost too much.

## Charles Francis Press

*Printing Crafts Building Telephone Longacre 2320*

**461 Eighth Avenue, New York City**

## You need this lettering device

-if you make layouts and dummies or if you use, or would like to use, Hand Lettering. The headlines above and below were lettered by a novice without training or ability.

### The VIZAGRAPH

is not a rubber stamp, stencil or photographic process. It is a practical device that does perfect Hand Lettering in many styles and sizes. It is in constant use by Advertising Agencies, Art Services, Publishers, Engravers, Printers and Advertising Managers. Its cost is moderate and it quickly pays for itself in time and money saved and in improved work.

Send for illustrated booklet containing samples of VIZAGRAPH Work.

**VIZAGRAPH Company**  
949 Broadway, New York City

### A Rare Opening for Able Sales Executives

Large concern of international scope now opening new territory, requires one division sales executive in each of 15 States.

The opening is unusual and only an unusual man will be considered. Must be able and willing to organize a force of high grade salesmen and make a rather small investment as evidence of ability to handle proposition.

We would like to hear from men in the \$8,000 to \$12,000 class. Please outline experience and qualifications briefly.

**UNITED CREDITORS' ASSOCIATION**

*Suite 1*  
Home Office—U. C. A. Bldg.  
16th and Oxford Streets  
Los Angeles, Calif.

A. B. C.

Est. 1873

## American Lumberman

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

ures, how successful this letter was in rounding up the delinquents.

\* \* \*

An ingenious method of keeping the good-will item working at all points of the company's orbit was recently brought to the Schoolmaster's attention. A motorist, out for a spin in his car, was forced to travel several miles behind a dust-raising "road hog," represented by a tank wagon carrying an advertised motor oil. Repeated blowing of the horn failed to have any effect on the truck ahead, and it was not until a cross road was reached that the motorist was able to get by.

\* \* \*

He made a few remarks to the driver, which were returned in kind. When the motorist shouted, "I am one of the people who pay your salary," it merely brought a further string of abuse from the driver. He didn't know this driver's name, but he could read the big trade-mark on the side of the tank truck. A few nights later, again out in his car, he came up behind another oil delivery truck. As he approached he noticed a printed sign on the rear which said: "If you will blow your horn this truck will pull over to the side of the road to let you pass." He followed directions and the truck driver made good on his company's promise. The name of a nationally known oil company was below the sign.

Coming so soon after the other incident, this more pleasant one so pleased the motorist-customer that he wrote the Schoolmaster an enthusiastic letter and stated: "I will travel miles out of my way from now on to find a filling station where this oil is sold."

The incident is another reminder that every piece of property bearing the company's name, and all the individuals in its employ, are potential good-will builders, and forgetfulness of this fact loses customers and nullifies advertising effort.

\* \* \*

The Victor Talking Machine Company has issued a booklet for the use of its salesmen. A copy

# A

## MAN THAT SOME LARGE National Organization Needs

---

ONE WHO CAN HOLD HIS OWN WITH  
MEN OF AFFAIRS

---

He is a young man with a record of proven executive ability. One of large things done in a big way.

His knowledge and experience consists of Finance, Markets, Organization and Merchandising. He can direct sales promotion and handle sales organizations.

He possesses a first-hand knowledge of manufacturing methods and economic conditions. Has a keen sense of visibility.

He is married but willing to travel. Has references of the highest character.

He would be valuable to a big, active house.

Address "F. R.," Box 142, Printers' Ink, Illinois Merchants Bank Building, Chicago, Ill.



## Highest Personal Service

### Manufacturers or Agencies

I've written \$100,000 worth of publicity for one of the largest corporations and run in many magazines and journals. Whatever you want written—I DO IT BETTER.

**Advertising—HALL—Publicity**  
93 Columbia St., Albany, N. Y.

## Advertising and Publicity Executive Available

Experience in radio and electrical fields. Now employed but desires position with better future. Address "W. K.," Box 135, care of PRINTERS' INK.

### MAILING LISTS

We can compile for you a List of your real prospects—just the kind of people you want to do business with. Let us tell you how we do compile special Mailing Lists—the kind which will sell your product.

Send for Mailing List Data Sheet  
**SAMPSON & MURDOCK COMPANY**  
247 Summer Street, Boston, Mass.



**Howell Cuts**  
for house organs  
direct mail and  
other advertising  
ask for proofs  
Charles E. Howell, Fisk Building, New York

**EVENING SHERALD**  
Los Angeles, Cal.

**Gains 20,347 Daily**  
Average Circulation

Sworn Government Statement Six Months Ending	
March 31, 1923	166,300 daily
Six Months Ending Sept. 30, 1922	145,953 daily
Increase in Daily Average Circulation	20,347

**It Covers the Field Completely**

Representatives:

- H. W. Moloney, 604 Times Bldg., New York
- G. Logan Payne Co., 301 Tower Bldg., 6 No. Michigan Ave., Chicago
- A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Cal.

recently came into the hands of the Schoolmaster.

In this unusual booklet there is a collection of all the questions usually asked by those who enter stores to buy talking machines, and these were boiled down, assorted, put in proper order, and answers prepared for each.

Much ingenuity was exercised in these answers, for brevity was one of the essential virtues.

There is an index of all the queries in the back of the booklet. Salesmen are asked to study the complete work as they would a school lesson. "Get it down by heart" is encouraged.

Sometimes prospects ask almost unanswerable questions, and it is the object of the book to provide for just such emergencies.

In the meanwhile, an unexpected thing has taken place. Although prepared and printed for the specific use of the Victor salesmen, the tiny volume has accidentally gotten into the possession of consumers and is proving a most helpful sales getter. It may almost be conceded that it is more valuable in this direction than for the purpose originally intended.

\* \* \*

The Schoolmaster had never once found this sales manager away from his desk throughout the long, humid days of the summer period. There was never an afternoon for golf and never a two weeks spent in Maine or Canada, after fish, pelt or fowl.

And the Schoolmaster remarked on the subject. He was also perplexed to observe that the sales force was never depleted by vacations.

"That's the way we have worked it out," explained the sales man-

**\$22,000 from a Letter!**

\$22,896.30 worth of merchandise sold with a single one-page "form" letter at a total cost of \$136.05. Send 25c for a copy of *Postage Magazine*, and an actual copy of this letter will be sent gratis. If you sell, you need *Postage*, which tells how to write Sales-Producing Letters, Folders, Booklets, House Magazines. Subscription \$2 a year for 12 numbers chock full of usable, cashable ideas.

**POSTAGE, 18 E. 18 St., New York**

ager. "We came to an agreement three years ago. All of us take our vacations during the winter months—and it's proving more satisfactory at that. We are on the job every day, including Saturday afternoon—when the sun shines brightest.

"It did not require much investigation to discover that the sales forces of our competitors were rather well shot to pieces from June to September. Everybody wanted to play. There were numerous vacations.

"It was really astonishing to find that in certain organizations they were working under 50 per cent head of selling steam. This was our chance. Why not be our busiest, most aggressive when the cats were away and we had the field to ourselves?

"New customers have been landed and old ones have been pleased beyond words to find we put business and service first."

## COPY for that Rush Job!

Send your letters, booklets, folders, all direct mail work requiring originality, selling quality—and speed to

**H. GAINES**

101 East 41st Street, New York

Letters \$10.00 each

Folders 25.00 each

Booklets 50.00 each

### One Letter Pulled \$30,000.00 Cash!

**BOOM YOUR BUSINESS WITH DON MAGOON'S SALES LETTERS**, written especially for you after study of your selling problems. During 18 years, Don Magoon Advertising Copy has been used in the greatest Direct Mail triumphs of our time. For only \$3.00 per letter or page. Send me, with remittance, all necessary information about your business and literature already used, if any.

"DON MAGOON," Suite F  
2764 Prairie Ave., St. Louis, Mo.

## EXECUTIVE

Available by or before October 1

Department head of well-known 4 A agency in East. Valid reasons for leaving present connection after nearly six years' service. Over 15 years' experience advertising, publicity and commercial research, mostly in executive capacity; 39 years of age; college graduate; married, with two children; Christian and Protestant. Best of recommendations, including present employers.

Prefers to specialize on commercial research and promotion work with well-established agency, publishing house, trade association or manufacturer, eastern U. S., preferably New York or New England. Can organize and direct department—good executive material for progressive concern. Minimum salary well up in four figures—with prospects. Personal interviews desired early in September. Write G. W., Box 20, care P. I..

### I WANT A JOB AS

## Advertising Manager

### Here Are My Qualifications:

Twelve years buyer of advertising for largest concern of its kind in the world.

Have conducted many national campaigns, such as magazine, newspaper, trade paper, direct-by-mail, billboard and painted displays.

First-hand knowledge of printing, lithographing and plate-making, therefore can buy intelligently.

Good position now, but have capacity for bigger things.

Thirty-eight years old; married; own my own home.

"C. M.," Box 139, Printers' Ink

## For Sale

Class Publication, only one in field—most intimate appeal for women, "biggest known field for advertising," 64 pages, size 8 x 11, 40,000 circulation, color cover. *Dummy ready for this issue and cover for next.* Name trade-marked. Reason for selling: Lack of capital to expand and friction in company.

Address "E. P.," Box 141, care of Printers' Ink.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

### WE CONNECT THE WIRES

**PAYING** over \$6000 profit and two \$5,200 salaries. Eastern daily of 4,000 can be bought with real estate for \$80,000. Easily leading paper in its trade area of 45,000; has made steady increases last dozen years. This year's business over \$95,000. Publisher who wants to sit tight with mighty comfortable income should look into our No. 6302.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

## Printing Machinery and Supplies

New or Pre-Used  
**Printers' Complete Outfitters**  
Conner, Fendler & Co., New York City

**PERIODICALS, HOUSE ORGANS, CATALOGS, etc.**—First-class work; A1 service; prices reasonable. Doing printing of this nature, but can take on more. City advantages, country prices. 67 miles from New York. Stryker Press, Washington, N. J. Phone 100.

**SURELY YOU'VE HEARD OF THE LETTERS AND SELLING COPY WRITTEN BY THE FOLKS ON GOSPEL HILL, IN MARION, OHIO?**

### BUSINESS FOR SALE

Established hotel guest's magazine for sale with combined circulation of 13,000 monthly. Possibilities immense. Price is \$1,000.00. Box 781, Printers' Ink.

**HOUSE ORGANS, PERIODICALS, BOOKLETS**—Good work and service, at country prices. Why pay high printing overhead on this class of work? 90 miles from Chicago. Tribune Press, Fowler, Indiana.

**Addressograph Frames "B"**—\$14.00 per M. Trays, 65c each. Hand Graphotype \$50.00. Electric Graphotype \$175.00. Electric F.I. \$100.00. Steel and oak cabinets. All perfect. E. Schroeder, 799 Broadway, New York. Stuyvesant 9650.

### HELP WANTED

#### ADVERTISING SALESPeople

Men or women to sell classified advertising in New York, Philadelphia and Baltimore for a New York daily paper. Write for particulars or interview. Box 748, Printers' Ink.

**WANTED**—Young man with some writing ability. Good position open because of extension of work in editorial department of textile weekly magazine. State age, education, experience and salary expected. Box 784, P. I.

#### COMMERCIAL ARTIST

**WISHES SALESMAN OR WOMAN TO SELL ART WORK ON COMMISSION BASIS.** ADDRESS BOX 780, PRINTERS' INK.

**ADVERTISING REPRESENTATIVE** wanted for a newstand publication with a nationwide distribution. Give full particulars as to experience, etc. Harvey, 117 West 61st St., New York.

**Wanted**—The best available salesman knowing circulation and advertising to call on newspapers. Must finance self. Big income. Strictest references first letter. Box 754, Printers' Ink.

#### UNDERWOOD & UNDERWOOD

6 EAST 39th STREET  
**HAVE AN OPENING FOR CAPABLE MAN AS SALESMAN IN THEIR ART DEPARTMENT.**

**WANTED**—MAN TO WRITE COPY RETAIL CLOTHING. GIVE IN DETAIL EXPERIENCE HAD AND ALSO PRESENT OCCUPATION. BOX 789, PRINTERS' INK.

**WANTED**—Advertising manager to take charge of Connecticut daily. Must be able to sell advertising, lay out campaigns, write copy, etc. Excellent opportunity for man who can produce results. Permanent position. Address Box 747, P. I.

**WANTED**—By an important business organization in Washington, an ambitious young man with some experience in advertising writing involving a knowledge of the correct use of the English language and with some experience in the analysis of facts and figures. In replying, state experience and other important personal facts. Box 757, P. I.

#### PART-TIME PROPOSITION

New York trade weekly, nationally known, would like to have as representatives in various sections of the country, experienced canvassers who have spare or part time to solicit subscriptions and advertising. Liberal commissions to representatives who can produce results. Should be a valuable part-time proposition to those traveling in northern states. Box 758, Printers' Ink.

## Copy and Contact

A fellow of personality who can handle a client, as well as a pen. And withal, he must be a good, sound merchandiser. A big order—but how happy will be the man who can fill it! Box 763, P. I.

**We need aggressive sales representation** for famous **STENPHO Steel Signs**. This new sign is manufactured by an exclusive process and is beyond competition. **THE STENPHO COMPANY**, Fourth Street, Dayton, Ohio.

#### ARTIST

A fellow who is particularly good at snappy layouts and lettering. He doesn't have to be much of a hand at figure work, but of course that will help to get him a bigger salary. Send samples, which will be returned. Box 764, P. I.

#### COPY WRITERS

One of Washington's leading department stores has openings for two thoroughly trained copy writers, preferably those who have had department store experience. Write, giving full details of experience and enclosing samples of work (which will be returned) to

G. I. Snowden, Publicity Director  
The Hecht Company, Washington, D. C.

#### ADVERTISING MANAGER

Excellent opportunity with long-established company in building-material line for energetic, experienced, capable man to organize and take charge of advertising department. References as to ability and character required. In first letter state age, whether married or single, employments past ten years, and salary expected. Box 756, Printers' Ink.

**Artist**—A recognized agency in the Middle West composed of young men with years of advertising experience needs an experienced artist with creative ability and skill in making layouts and sketches; to join them in building a big future business. Will make attractive proposition as free lance, or an interest in the business. No capital required.

This is an opportunity for a man of sincere purpose who wants to join a bunch of hard workers, and profit accordingly. We handle national and local accounts and are building our business through conscientious service. An artist who believes in the same policy will find here the type of men with whom he can work best. Located in large city. Living conditions the best.

Address: Sincere Service, Box 785, Printers' Ink.

### Mr. William Cobb Mills

is temporarily located at

**Room 265, 7 West 42d St.**

**Telephones Longacre 6304-6305**

to care for the various needs of his numerous clients and applicants.

Announcement will soon be made of his permanent address, where he will continue to specialize in the selection of men and women for positions in the advertising, publishing and executive fields.

**WANTED**—Young lady American, as assistant to publisher of consolidated catalogue. Experienced in laying out and editing copy; rapid stenographer. Must have good appearance and initiative. Excellent opportunity. Box 788, Printers' Ink.

A newly incorporated Paint Co. in California requires the services of a high-grade Paint Manufacturer; one who can take charge. Must be willing to invest \$1,000 in preferred stock at 7%. This is done to get away from the hired man system. Salary to start will be \$250 per month. For further particulars write to Supreme Paint, Varnish and Enamel Company, 603 Sharon Bldg., San Francisco, California.

### WE WANT A SALESMAN

#### WHO KNOWS DIRECT-ADVERTISING

Must know how to prepare it, as well as sell it—in campaigns. No novice can do this job. Will make it straight commission, salary and commission or straight salary. Compensation, however, should be based on past performance. Your story in detail, please.

Griffith-Stillings Advertising  
364 Congress St., Boston, Mass.

#### ADVERTISING POSITIONS

Leading department store of Newark is seeking an advertising manager for the entire store.

Assistant advertising manager's position open in Pittsburgh.

Largest department store in Detroit wants an advertising writer for basement.

Several minor positions open for copy writers who have had retail store experience and who want to become placed where a future is assured.

Fashion Artist Required.

Write full details regarding experience, age, references, salary requirements and the kind of a position desired to their New York representative—T. Deland, 225 Fifth Avenue.

## NEW YORK STATE 7-DAY NEWSPAPER

### FIRST AND LARGEST IN ITS FIELD

is expanding its display advertising department and needs one or two

### FIRST-CLASS EXPERIENCED MEN

with successful selling records, for permanent positions.

Make application in own handwriting, stating advertising experience in detail, references and other information deemed essential. Address Box 782, P. I.

**COPY-CONTACT MAN**

W. Va.'s first A. N. P. A. recognized agency has immediate opening for go-getter copy-contact man. Local service dept. Tell everything, quick, first letter. Age, experience, salary and photo. Address P. O. Box 1346, Charleston, West Virginia.

**ARTIST'S OPPORTUNITY**

Desirable office in New York branch leading business publication. Excellent light, Telephone and mail service. Rent payable in part time. Art service chiefly in creating advertising layouts. Excellent chance for commercial artist desirous of developing in a specific field. Applicant will have opportunity of doing some of our finished drawings. Write for appointment. Address Box 749, care of Printers' Ink.

## An Opportunity for High-Class Salesmen

An Advertising Service Company that is enlarging its field staff has openings for several men who can meet the following qualifications:

Must know retail advertising either through actual experience as advertising manager of retail stores, or in the advertising department of a newspaper handling retail accounts; must have a pleasing personality and genuine selling ability. Intensity in work is essential but purely "high pressure" ability isn't enough. The men we want must have a sufficient working knowledge of retail advertising to talk intelligently across the desk to leading advertising men of the United States.

If you are that type of man, there is an opportunity for you to secure a permanent and progressively profitable connection with a rapidly-growing organization. Submit photograph with application. Box 765, Printers' Ink.

**MISCELLANEOUS**

**CIRCULATION ADVISER**—For a moderate monthly retainer I will help you to avoid costly mistakes and to secure better results from your subscription efforts. My experience will save you regrets and money. Address Expert, Box 759, P. I.

**POSITIONS WANTED**

**Young lady** wishes position with general or special agency. Checking, billing and auditing. Capable, intelligent, conscientious. Address Box 774, care of Printers' Ink.

**Bang Up Sales Promotion and Advertising Manager Available**—Has unusual capacity for making sales. Produced more than satisfactory results. Compelling sales personality, valuable acquaintance. Writes result-getting letters. Original ideas, enthusiasm and record production not found every day. Box 766, P. I.

**Wanted**—Eastern representation for out-of-town trade papers by seasoned specialists. Complete office and service department to co-operate in all details. Box 761, Printers' Ink.

**Secretary and Assistant to Advertising Manager**—Competent young woman with agency experience in space buying and forwarding. Address Box 768, care of Printers' Ink.

**Young man** wants position, N. Y. agency. Familiar with production, research and has knowledge rates and contract work. Address Box 792, care of Printers' Ink.

**PUBLICITY, FASHION, ADVERTISING WRITER** desires opening requiring high-class woman. College bred. Widely traveled. Box 775, care of Printers' Ink.

**Advertising Salesman with Car** Eight years' record of advertising contracts produced. Age 32. Drawing account. Address Box 771, care of Printers' Ink.

**Secretary-Stenographer**—Capable young lady possessing literary ability wishes to enter advertising field. Experience in publishing house. Excellent references. Box 778, Printers' Ink.

**ADVERTISING COPY WRITER** or assistant. College training; 22. Good background of publicity, promotion work and sales correspondence. Address Box 751, Printers' Ink.

**COPY THAT PAYS**

N. Y. writer, formerly copy chief big agencies, now free lance, has time to handle personally just one more account. Box 753, Printers' Ink.

**Advertising position** with future desired by young man, 19, experienced in checking, issuing orders, fair knowledge of production. Small, medium-size agency in N. Y. C. preferred. Box 791, P. I.

**Bookkeeper** seeks appointment with established New York advertising agency. 12 years' experience, 10 years with agencies. Last position also manager of clerical force. Full details in letter or appointment. Box 794, Printers' Ink.

**Clever Editorial and Advertising Executive Available**—Will handle house organ, magazine, reasonable basis, give it marketable appeal, work out constructive editorial service to keep pace with advertising promotion. Actually sell its advertising space. Box 767, P. I.

**EXECUTIVE**

College graduate, married, Christian, 27 years; extensive training advertising, sales, office management, desires connection with opportunity for advancement. Unquestionable references, including present employer. Box 793, Printers' Ink.

## Advertising Woman

and editorial writer, conversant with copy writing, sales promotion and publicity, seeks a permanent connection where real ability will be recognized. Thorough, constructive worker, with broad-gauge knowledge, initiative and creative ideas. Well educated; knows all sections of the United States. Available immediately. A-1 references. Box 770, Printers' Ink.

**YOUNG MAN**, 24, fine record technical trade paper work, copy (wrote ten pages of ads monthly), layouts, make-up. Need him? Box 779, care of Printers' Ink.

**Manufacturers**—Newspaper advertising manager seeks permanent connection with manufacturer of nationally advertised product with view to handling sales promotion on Pacific Coast. Box 393, Burlingame, Calif.

**Advertising**—Efficient layout and detail man, now employed in New York, desires opening with agency, technical magazine or publishing house. A real "find" for the right people. Address Box 773, care of Printers' Ink.

**Paper cutter and shipping clerk** with 20 years' experience wishes situation. Can take charge of bindery in printing plant or finishing department in litho plant; 10 years with last employer. Box 752, Printers' Ink.

**Copy Writer**—Young woman; resourceful; dependable; "brilliant imagination"; keen, analytical mind; shrewd knowledge of human nature; breezy, interesting style; versatile; excellent experience. Box 777, Printers' Ink.

**Editorial**—Young woman, competent, adaptable, with thorough experience on well-known magazine (make-up, editing, caption-writing, manuscript reading) desires new connection. College graduate. Unquestionable references. Box 787, P. I.

**Printing Allround Office Man**—Seven years' experience with one of New York's largest catalogue and publication printers, having had charge of cost, payroll and purchasing departments. Seeks position. Moderate salary to start, provided good opportunity for advancement. Box 750, Printers' Ink.

**I am looking** for an opportunity to connect with an advertising agency. I am 23 years of age, a university graduate, and anxious to enter the advertising profession. An interview at your convenience will be appreciated. Box 776, P. I.

#### **Sales and Advertising Manager**

Experienced in analyzing, organizing, standardizing, deputizing and supervising production and marketing of technical equipment and supplies, pharmaceuticals, instruments, photo material, toilet goods, etc., requiring intensive and extensive sales propaganda. Employers' honest intentions, not emolument, prerequisite by highly respected executive, 36, married, Protestant, at present engaged in New York. Box 745, Printers' Ink.

## **I WANT A JOB**

with a wider field of opportunity in advertising or sales promotion with publishing company or industrial concern somewhere in Chicago. Have had thorough training as assistant to advertising manager of well-known trade publication, with which I am still connected. Aggressive and willing to work. College man, single. Box 762, Printers' Ink, Chicago Office.

**ADVERTISING MANAGER**, thoroughly familiar with direct mail and newspaper publicity, seeks connection with industrial concern. Have had fifteen years' experience publishing and printing experience. Box 786, Printers' Ink.

**EDITORIAL**: Young woman with long experience on well-known magazines, wishes position with future on magazine or with publisher; able writer and editor; expert in layout and mechanical execution; highest references from former employers. Address Box 760, care of Printers' Ink.

#### **A PRODUCER OF RESULTS**

is looking for a hard proposition, an opportunity which results will turn into a reality. Age 26; university education. Experience: Assistant to advertising and office manager, direct-by-mail advertising campaigns and systems, sales promotion, salesman sales, collection and general correspondent. I have proven my ability to produce results. Box 790, P. I.

**WOMAN COPY WRITER** desires work with high-class establishment. Capable of writing attractive and original copy which draws. Understands cuts, type and layouts. Will undertake brochures and folders of artistic character. Knowledge of period furniture, rugs, tapestries and art fabrics as well as fashions. Would prefer part-time work, say two or three days a week. Experienced. References. Box 755, Printers' Ink.

**Circulation Manager** with fifteen years' experience wants a permanent connection with an Eastern publication desiring rural circulation. Have had wide experience in managing subscription salesmen, handling subscription lists running well over the half million mark, and in securing subscriptions by mail. Cannot consider a temporary position and prefer a connection which will mean, either now or later, an interest in the business. If interested, please arrange for an interview at your convenience and at my expense. Box 746, Printers' Ink.

**YOU ARE LOOKING FOR ME** in your Agency or your Sales and Advertising Department. I am a College man, have had five years as head of a division of Advertising and Sales Promotion with one of the leading automobile manufacturers. A future more important than the immediate salary. Box 769, Printers' Ink

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